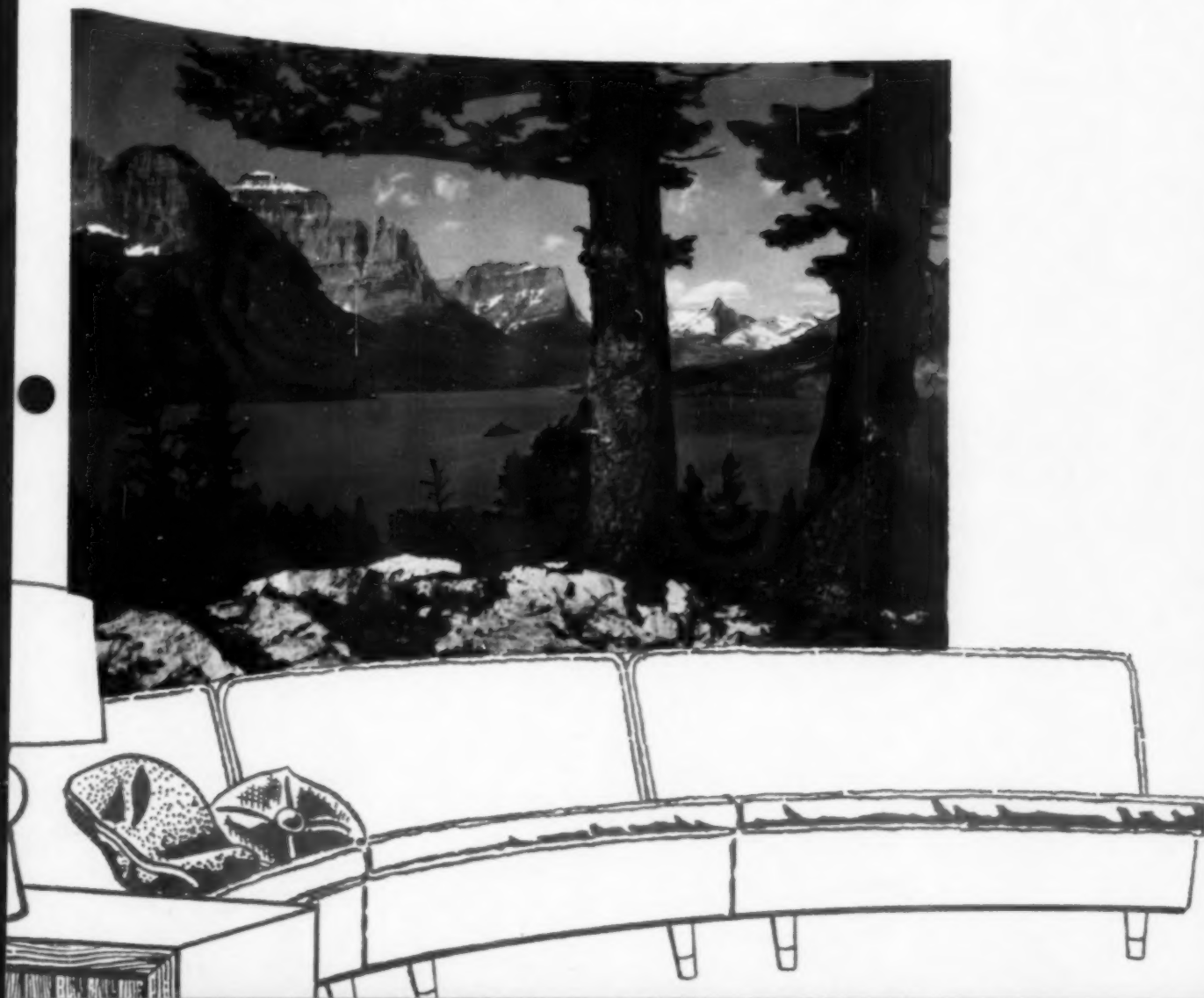


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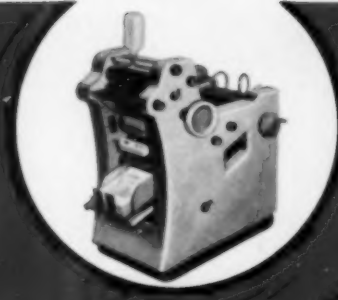
THE REPORTER OF

# Direct Mail

advertising



**Rambler Dealer's Ring Up Many Extra Sales  
With Mural Award Promotion** — see contents page



## for balanced performance

When production slows down and work output is decreased . . . it's high time to consider ATLANTIC PAPERS for the balanced performance you deserve. Whatever your duplicating equipment may be — there's a specific ATLANTIC PAPER to enable you to deliver a top-quality, top-speed job — much more easily.

To select the right paper . . . consult your nearest Franchised EASTERN Merchant. He'll gladly guide you and provide free sample packets. And, to help your operators further, ask for a free copy of the EASTERN comprehensive instruction book for 1958, "Introduction to Office Duplicating and Printing". You'll find it informative and profitable.

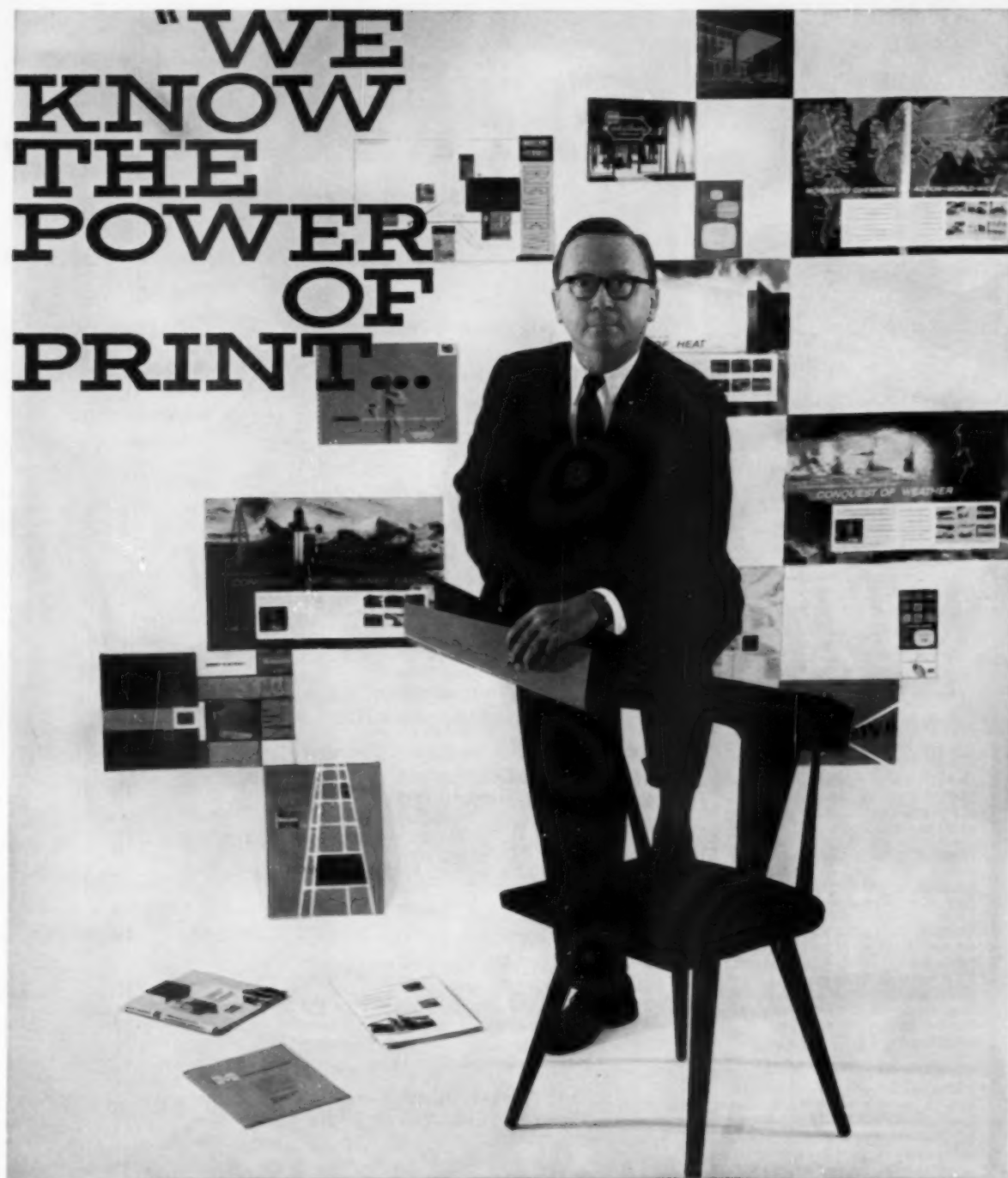


ATLANTIC BOND • ATLANTIC DUPLICATOR • ATLANTIC Mimeo • ATLANTIC OFFSET • ATLANTIC OPAQUE

# Atlantic Papers

PRODUCTS OF EASTERN CORPORATION, BANGOR, MAINE • MANUFACTURERS OF FINE BUSINESS PAPERS AND PULCELL® PULP  
MILLS AT BANGOR AND LINCOLN, MAINE • SALES OFFICES: NEW YORK, BOSTON, CHICAGO AND ATLANTA

# "WE KNOW THE POWER OF PRINT..."



because we got to know our printer better,"

*says H. C. Holmes, Manager of Corporate Advertising, Monsanto Chemical Co., St. Louis, Mo.*

Successful business men, like H. C. Holmes, know from experience the value of good direct mail advertising. They also know the value of calling in a good printer right at the start of every campaign. Today's printer is more than a craftsman. He's an idea man, too, and an expert at helping you find the

most attractive and effective way to present selling ideas economically. You'll like working closely with your printer. We know because we've done it for years in bringing him the quality papers he needs to serve you best—the most complete line in the world! The Mead Corporation, Dayton 2, Ohio.

**MEAD**  
*papers*

Sales Offices: Mead Papers, Inc.,  
118 W. First St., Dayton 2, Ohio  
New York • Chicago • Boston  
Philadelphia • Atlanta

TENSION ENVELOPES • TENSION ENVELOPES • TENSION ENVELOPES • TENSION ENVELOPES

TENSION ENVELOPES • TENSION ENVELOPES • TENSION ENVELOPES • TENSION ENVELOPES

# Give your mailing personnel faster fingers!





## TENSION KWIK-KLASP ENVELOPES!

**Cut closure time as much as 33 $\frac{1}{3}$ %**

**Sure!** Employees do work faster with these new metal clasp envelopes. And for two good reasons.

**First,** fingers never touch the metal. No need to go slowly because of tender fingers. No fear of broken nails.

**Second,** closing the envelope is so wonderfully easy. Nothing to do but slide flap into place. The rest is automatic. The clasp is self-acting and fastens flap on contact. No pressing. No bending. No turning. No twisting.

**WRITE FOR FREE SAMPLES**

Kwik-Klasp actually is so simple and easy to use that it cuts closure time over ordinary methods by as much as  $\frac{1}{4}$ . Think what this means in greater mailing efficiency—in time and money saved on small and medium mailings. Mail coupon for free samples and full information.

---

Tension Envelope Corporation  
Campbell at 19th Street  
Kansas City 8, Missouri

Please send free samples of Tension Kwik-Klasp envelopes—also prices and complete information.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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THE REPORTER OF  
**Direct Mail**  
advertising

Vol. 21, Number 3

July, 1958

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# HOW

# 10 CLIENTS

# NOW PROFIT

# FROM OUR SERVICE

We now have the privilege of serving as direct mail creators and counsellors for 10 national organizations which have a major stake in advertising and selling by mail.

It is our job to make sure that client direct mail dollars are spent as effectively as possible. Thus we aid in long range planning, select mailing lists, design mailing pieces, write the copy, assure economic purchasing—help in every way from product planning to analysis of results.

We try to add two essential elements to the solution of every problem—*creative ingenuity* and *knowledgeable experience*.

People seem to profit from our professional help and advice. You might too. We'll be glad to tell you what we're doing to make direct mail resultful for others—and, if possible, suggest ways in which we might help you. Write or phone *now*—no obligation of course.

**FREE PAMPHLET OFFER**

*A few copies of our pamphlet "9 Priceless Ingredients of Success in Selling to Businessmen by Mail" are still available. Simply write on your firm letterhead.*

**Lawrence G. Chait & Co., Inc.**

"Counsellors In Mail Advertising & Selling"

745 Fifth Avenue, New York 22, N. Y. • PLaza 1-7220.

"I am constantly impressed with the expert advice, the conscientious attention to detail and the very real interest which the Lewis Kleid Company manifests in our continuing direct mail program to expand the membership of the Diners' Club."

**SPENCER NILSON**  
The Diners' Club

## PHOTO-ENGRAVING

You can measure the success of your printed promotional material more accurately by selecting "Horan" in the preparation of quality *Black & White*, *Benday* or *Color Process* printing plates.

In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR FILM ON PHOTOENGRAVING

Operating Twenty-four Hours a Day,  
Four Shifts Every Work Day



P. S. A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

**HORAN ENGRAVING CO., INC.**

44 West 28th Street, New York 1, N. Y.  
Murray Hill 9-8585  
Branch Off.: Newark, N.J., Allentown, Pa.

## SHORT Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department.  
Send all material to Short Notes Department, The Reporter of  
Direct Mail Advertising, 224-7th St., Garden City, N. Y.

☐ **THE FEDERAL TRADE COMMISSION** is really cracking down hard on cases of fraud or misrepresentation in the mails. Getting even more active than the postal inspectors. We are on the FTC press release list and read carefully all the citations. Some prominent mail order people have been hit recently. We've decided to omit names at present since some orders are rescinded . . . or hearings result in changes in tactics. But the stepped-up FTC complaints should scare the pants off all those who are tempted to step over the line of good ethics.



☐ **THE POST OFFICE INSPECTORS** have also shown increased action against the peddlers of pornography. One recent Postal Bulletin listed seventeen names in California against which "unlawful" orders had been filed. In spite of this the mails are full of pornographic offers . . . from new promoters or old ones under different names. The offers are getting more brazen. We get samples from all over from indignant parents who are afraid their children will get hold of the smut. One promoter even admits his product is too hot to be sent by mail, so guarantees delivery by other means. It's a bad business. If you are solicited . . . don't waste time. Send piece immediately to your local postal inspector.



☐ **IN ADDITION** to frauds and pornography, we are getting plenty of complaints about sly misrepresentation. If the DMAA Code of Ethics Committee could get going, these borderline cases could be approached with a warning that the culprits are hurting their own business reputation by tasteless use of the mails. A labor magazine is irritating prospects by sending what appears to be an invoice with a tipped-on ad (from another paper). An insurance company irritates prospects with an envelope carrying a "blind" corner card and a prominent rubber stamp. "Special Bulletin to Policyholders." Recipients are

tricked into opening . . . thinking it comes from their own insurance company. A trade magazine, which should know better, sends a renewal letter to people who have never subscribed, enclosing a memorandum invoice, so they won't miss a copy. And so it goes. Incidentally, that fellow in Boston, who was stopped on his "make millions by mail order" racket by FTC complaint, must have sold his copy and supplies to other promoters . . . for the same identical deal is popping up from other spots around the country. Everyone connected with direct mail should be on the alert to help drive these racketeers out of the mails. Shady practices weaken public confidence in all mail appeals.



☐ **REMEMBER** the brother racketeers who several years ago were sending unordered plastic crosses to Catholic names asking for "donations?" They were finally closed up by postal authorities and indicted. One of the brothers disappeared. Tom McElroy of Catholic Digest spotted a fund raising appeal in San Juan, Puerto Rico, which had a familiar ring. Tom investigated and found that the missing brother moved his operation to Puerto Rico and had actually sold church officials on sponsoring him. Contract has been canceled and all pastors in area alerted. That's what one alert crusader can do to help keep the mails clean. John Yeck of Dayton also deserves a pat on the back. He, single-handedly, took on a publisher who was using questionable tactics in promotions. After a series of courteous, but coldly logical letters, the publisher agreed to discontinue. We need a few more Tom McElroys and John Yecks.



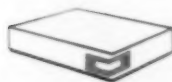
☐ **WORTH WATCHING** is the new "Advertising Education Foundation" incorporated late in May and unveiled at the Advertising Federation of America convention in Dallas, Texas. It will be an AFA-sponsored foundation to further education in the field of advertising among the American public and par-

This advertisement printed on Franklin Index. Basis 25% x 30% - 180M.



## UNION-CAMP

a big new name in fine papers



*Distinctive* is the word for the new "Franklin" line of fine papers now being produced by Union-Camp. Present grades: White Index, White Tag, Amber Tag, Cream Postcard and White Vellum Bristol. More are on the way.

Sample these new "Franklin" grades soon. They're suitable for offset and letterpress work. For sizes and weights call your local Union-Camp fine papers distributor.

**UNION BAG-CAMP PAPER CORPORATION** Fine Paper Division, Franklin, Virginia







ticularly its young people through and with the cooperation of schools, colleges, clubs, libraries and professional groups. The non-profit corporation is to be financed by contributions from firms and individuals. Its funds are to be administered by the United States Trust Co. of New York. Eight well-known advertising executives were the incorporators. The AFA also hopes to help organize and sponsor an "American Academy of Advertising" under the leadership of prominent advertising teachers. This group will attempt to foster more and better advertising instruction in colleges and universities... to attract more teachers with professional advertising experience. We hope direct mail people can be drawn into the program... for the teaching of direct mail at college level is woefully lacking. This reporter wishes both AEF and AAA the best of luck... and fast progress.



□ **ANOTHER AFA PROGRAM** worth watching is called CAP... also unveiled at the Dallas convention. It is a Community Action Plan... a 56-page blueprint which offers suggestions for fighting local discriminatory ad taxes. It is the advertising profession's first coordinated, all-inclusive blueprint for discouraging, coping with, or defeating local advertising tax legislation. We suppose the plan can also be used to fight arbitrary rulings against advertising, such as Florida State Board ruling prohibiting funeral directors from advertising in "any manner whatsoever" except for "a dignified professional card in the local newspaper" to tell of a change of address or personnel. Now what we want to see is a CAP for the direct mail field. The DMAA should be working on it. A community plan for direct mail producers, creators and users to fight back when attacks are made on the medium by local newspapers. Or maybe the Advertising Education Foundation can educate the media to stop fighting each other... at least in public.



□ **FOUND ANOTHER HUMOROUS** house magazine which just about equals, in cartoons and jokes, Mac McCleary's (Atlanta) "Parts Pups." This one, which we've not seen before, is "Core Driller," a bi-monthly, 4-page self-mailer, published by George E. Failing Co. (a subsidiary of Westinghouse Air Brake Co.) at Enid, Okla. It's beamed at the well drilling fraternity. Some of the cartoons and stories are on ribald side... but mostly good fun. These two, among many others, caused a chuckle: "An

## SHORT CUT

to more effective selling

When salesmen are lost in a maze of unproductive calls, give them a short cut to sales with a planned direct mail program.

Direct mail, applied selectively to active markets, draws out responsive prospects... cuts the number of call-backs... guides your salesmen to more profitable performance.

For a short cut to successful direct mail, call on the creative experience of the Hickey Murphy Division of James Gray, Inc., direct mail specialists for thirty-nine years.

Learn how this experience can help you by writing for a free copy of the informative booklet, *How To Put Action Into Your Direct Mail*.

**THE HICKEY MURPHY DIVISION  
OF JAMES GRAY, INC.**

216 East 45th Street, New York 17, New York • MUrray Hill 2-9000

# The Specialist

THE FIFTH IN A SERIES

Betty Hudson is one of C.A.'s more toothsome employees . . . and one of its most recently acquired. A graduate of the University of Missouri, her first job was in the advertising department of a mid-West utility company, where she learned the vital importance of rigid adherence to production schedules. She came to New York in 1949 to handle production for a nationally known religious publication and soon found herself charged with a number of other responsibilities, including printing production for the circulation-promotion department and the management of subscription fulfillment, renewals and collections.



She first came to the attention of Circulation Associates when she was elected Treasurer of the Subscription Fulfillment Managers' Association. Recognizing her gift for organizing work and her talent for seeing it through to completion, she was offered a post as Account Executive, a job for which she was eminently qualified since it called for a broad knowledge of every facet of the printing and lettershop business. It also demands tact and skill . . . in carrying out the wishes of the customer, on the one hand . . . and in interpreting them to C.A.'s production supervisors on the other. Finally, she is responsible for following through on every process that the job involves so that it is completed to the customer's complete satisfaction and delivered to the Post Office on the scheduled date.

On the personal side Betty Hudson is as amiable as she is attractive; drives her own car and will take anybody anywhere at any time; plays golf in the low 80's; and is a thoroughly pleasant person to be with, in business or out.

There are many Specialists like Betty Hudson on the staff of Circulation Associates to consult with you on any direct-mail procedure . . . men and women who are pleasant to deal with . . . nice people who have a vast fund of special knowledge to apply to your direct-mail problems, whatever they may be.

## CIRCULATION ASSOCIATES, Inc.

Complete direct-mail service

226 West 56th Street

New York 19, N. Y.

Judson 6-3530

醫生費交要

## "Pay Doctor to Stay Well"

Chinese Proverb

Ahrend Services Turn Your Promotional Dollars into Healthy Producers! Get the Most Effective Sales Promotion for Every Penny You Spend—Call **AHREND NOW!** Call **PLaza 1-0312** or write Herb Ahrend,

**AHREND ASSOCIATES**

**601 Madison Ave.  
NEW YORK 22, N. Y.**

Planning, Art, Copy, and Complete Production of—

CATALOGS • POSTERS • DISPLAYS • SALES LETTERS • BROCHURES  
• DEALER AIDS • FILMS for TV and BUSINESS • MAILING LISTS  
• SALES-GETTING MAIL ORDER CAMPAIGNS

eastern crematorium is reported to be bottling the ashes and selling them to African cannibals as 'Instant People'." "Floote Kelly wonders if you heard about the lawyer who got his client a suspended sentence? They hung him."



□ **"PRINTING FOR THE MAILS"** is a beautiful booklet being offered by Linweave Merchants. Illustrates many new ideas for mailing pieces, including new techniques recently approved by the Post



Office. Use of "picture window" envelopes, die-cut self-mailers, etc., are among 33 helpful hints presented. You can get a copy by writing to T. H. Chambers at Linweave Merchants, 21 Cypress St., Springfield 2, Mass.



□ **WHOOOPS!** A certain reputable mail order gift house pulled a boner in a recent catalog mailing. Among products featured and illustrated was a desk "mail minder" . . . with slotted partitions to separate incoming mail before answering. Sections illustrated certain indexes, such as "Ma," "Pa," "Bills," and "Junk." Not very wise or clever for a mail selling outfit which has probably suffered along with everyone else in the field from the newspaper campaign to label direct mail as "junk." On the next mailing, better change that label on last slot to "deferred."



□ **IF YOU ARE WORRIED** about the recession and falling sales figures, by all means get hold of a copy of talk delivered by Arthur H. "Red" Motley of Parade Magazine, 285 Madison Ave., New York 17, N. Y., before the Sales Executives Club of New York last March. "How to Sell Now" has been reprinted and we understand copies are



# New! Folds & inserts

## 500 letters in 8 minutes!

*PB's new combination folding and envelope-stuffing machine makes big savings in even small offices! Its inserter unit hooks onto any PB folder, or operates separately.*



*The new PB combined Folding and Inserting Machine is a low-cost unit, designed for the smaller office . . . does away with the hand folding and inserting that make mailing costly and slow in so many offices. It prevents interruption of office routines, avoids overtime or hiring extra workers . . . permits wider, more profitable use of the mail to promote your product or service.*

Called the "3300-FH", this machine folds—and inserts in envelopes—single enclosures at speeds up to 4,000 per hour—letters, cards, invoices, statements, bulletins, even stapled sheets. Multiple enclosures can be made with more runs through the machine. Faster, neater, less expensive than hand folding and stuffing.

This compact machine is set without tools, is easy to operate, can be run by anybody. Even with occasional use, the 3300-FH soon pays for itself in any office. Call the nearest Pitney-Bowes office for details. Or send coupon for free illustrated booklet and case studies.

**Model 3100**, with six optional stations, inserts up to six enclosures at speeds to 6,000 an hour. Offers optional hookup with a PB postage meter mailing machine.



### Other advantages of the 3300-FH

- Only nationally sold and serviced combined folder and inserter on the market.
- The 3300, as an inserter by itself, is the lowest priced inserter available.
- Handles enclosure sizes (after folding) up to 8 7/8 by 5 1/2 inches.
- Automatic feed with continuous loading, stops to prevent jamming or tearing.

**FREE:** Handy desk or wall chart of postal rates with parcel post map and zone finder.



## PITNEY-BOWES Folding & Inserting Machines

Made by the originator of the postage meter . . . 107 offices in the U.S. and Canada, with nationwide service coast to coast.

PITNEY-BOWES, INC.  
5758 Crosby St., Stamford, Conn.

Send free ☐ illustrated booklet and "case studies" on PB Folding and Inserting Machines; ☐ Postal Rate Chart

Name

Address

available if you write to "Red." Bus Reed was so impressed, he sent copies to important customers and prospects. We are impressed too. Motley hits the trouble nail right on the head. Most of our troubles are being caused by uninspired manufacturers' planning and by dumb selling at the retail level. Everyone connected with selling should read the story. Get it quick. Read it. As Bus Reed says: "Whatever else of importance you may be doing . . . stop long enough to read 'How to Sell Now.' Everything you do the rest of the day will take on new meaning."



□ **DELICIOUS CANTALOUPE**s were dramatized by a unique mailing from M. L. Todd, P. O. Box 192, Pecos, Texas. He sent his friends a cardboard (circular) Peat Pot (6¢ postage). Inside was a well written, personalized letter explaining a new technique of growing Todd's Delicious Cantaloupes. Seeds are started early in the little peat pots. Covered with plastic while nights are still cold. Then moved to the Texas fields (in the pots), where the pots disintegrate. The final product will be weeks ahead of other growers. Mr. Todd attached two seeds to bottom of letter with scotch tape and suggested we try it too, in the

mailing container. Good stunt. Will be looking for Todd Cantaloupes in the markets.



□ **THE DMAA '57 GOLD MAILBOX AWARD** campaign is still continuing . . . with this newest "money theme" folder from Union Bag-Camp Paper Corp., 233 Broadway, N. Y. Earlier pieces in the top award winning program highlighted



the history of monetary exchange . . . to dramatize that money has value only in terms of what it will buy. This latest mailing features ten men who appear on our paper currency. The reader is invited to guess the bill denomination on which the men appear . . . including the man on the \$10,000 bill. Tie-in copy points

out that images on paper currency are merely symbols; denominations hardly reflect relative worth of famous men pictured . . . and that dollars invested in Union multiwall bags don't signify the true value of the purchase. Good continuity for the year's best direct mail effort.



□ **THE POST OFFICE DEPARTMENT** has changed its rules and regulations governing the handling of mail addressed to those who have had fraud and/or unlawful orders placed against them. In the past, no mail of any kind could be delivered to unlawful or fraudulent enterprises. But now postmasters are instructed to deliver mail which can be identified on wrapper as not related to the enterprise . . . such as letters from public utilities, federal, state or municipal agencies, doctors, lawyers, churches, magazines or newspapers. All other mail not identifiable is to be held for 24 hours before being returned to sender, marked either fraudulent or unlawful. During this 24-hour period the party concerned may examine the mail in presence of a postal employee and may keep mail which is not connected with the enterprise. This is letting down the bars slightly on the crooks and racketeers . . .

## VOLUME MAILERS USE **CHESHIRE** LABELING EQUIPMENT

All addressing systems operate more efficiently, accurately and economically with the addition of this CHESHIRE machine to apply pre-addressed labels to envelopes, postcards and pamphlets up to 11" x 14½".

Speeds to 10,000 per hour save time, labor and errors. Mailers find this equipment invaluable. Investigate without obligation.



**CHESHIRE**  
INCORPORATED

1644 North Honore Street • Chicago 22, Illinois





enjoyed  
forever...  
through  
print and paper

The music of the ages . . . operas, symphonies, hymns,  
folk songs, marches, popular songs and classics . . .

All preserved by print and paper. And even more  
important, projected the world over to give immeasurable  
pleasure to millions.

Perpetuating great music—old and new—is only one  
of the many ways print and paper serve everyone,  
everywhere, everyday.

**INTERNATIONAL**



**PAPER**

*we left this space white  
so that you can see for  
yourself how opaque  
International  
Tiopake is*

- Less show-through, faster drying without offsetting or feathering
- Brighter blue-white paper with character . . . Smooth and Vellum finishes
- New! Up to 100 lb. Vellum for offset, letterpress and gravure printing
- New! 8½ x 11" cut size, ream wrapped, 10 reams to new Junior Carton. Especially suitable for small offset duplicating presses
- Ideal for prospectuses, broadsides, greeting cards, announcements, catalogs, house organs, folders, stuffers, etc. Call your paper merchant today.

*your most dependable source of supply*

**INTERNATIONAL**

FINE PAPER & BLEACHED BOARD DIVISION



**PAPER**

NEW YORK 17, N. Y.

THIS IS TI-OPAKE VELLUM FINISH, BASIS 20X30-100 LB.  
PRINTED ON A 42X50 OFFSET PRESS, 10 UP, 3000 IPW

but the regulation seems reasonable. In the past there have been distress cases where lawyers, government agencies and relatives could not communicate with members of the family. But the 24-hour inspection privilege may cause a lot of headaches for the post office employees.



□ **THE 8th LITHO AWARDS CATALOG** recently mailed to 25,000 printing buyers is a spectacular job . . . illustrating all 282 winners in The Lithographers National Assn. 1958 competition. Contains 46 pages of photos showing award winners in 47 classifications . . . from Direct Mail (total of 54 winners) to 24-



Sheet Posters. The handsome catalog was designed by Tannar Brown Art Studios and lithographed by R. R. Heywood Co., both of New York. You can get a copy by writing to LNA promotion director Herbert Morse at 597 5th Ave., New York 17, N. Y. And . . . you can see the winning pieces in person on June 10 to 13 when they're displayed at the Architectural League, 115 E. 40th St., New York.



□ **AN INTERESTING BOOKLET** was issued by Florida Grower Press, Inc., 1306 Grand Central, Tampa, Fla., to celebrate its 50th anniversary. The firm was founded by the late Charles Mullen, who was a good friend of the late Jack Carr. Business is being continued growingly by sons, Harris and Charles Jr., and other capable staff members. From its beginning, as the publishing plant of an agricultural journal, it now produces monthly a dozen or so magazines. Three are wholly owned by the printing establishment. Latest one is Florida Trend, a magazine devoted exclusively to Florida business. We like the way the anniversary booklet describes each magazine pro-



## 5 seconds ago just another name on your direct mail list

*Now — he's a real live sales prospect.  
Prodded by a compelling Reply-O-Letter to pull out  
and mail the Built-In reply card.  
No writing — not even a "fill-in" required.*

5 seconds is all the time it takes. That's about *all* the time a "direct mail name" will give you. Awareness of this is the reason Reply-O-Letter successfully increases clients' replies 30 to 50%.

Reply-O-Letter is dynamic, door-opening *sales-lettermanship*. Every detail — letterhead, headline, 1st paragraph, compelling close, and convenient pre-addressed reply — stimulates the reader's impulse to act-now. It's an art we've spent 25 years mastering.

Our staff of skilled letter writers and artists will help you fashion your appeal to today's busy prospects.

Any user will tell you about the wonderful results he gets. Write on your letterhead for free booklet:  
"The 3 R's of Direct Mail."

## REPLY-O-LETTER

3 Central Park West, New York 23, N. Y.

Sales Offices:

New York • Boston • Chicago • Detroit • Cleveland • Toronto



## Improve your mail results these 3 ways with our new technique of list research

- 1 Refine your lists for improved returns, reduce waste.
- 2 Use segments of lists profitably after research pin-points best results.
- 3 Build lists of new markets—sometimes in hitherto unsuspected areas.

**E**XPERT research CAN be applied to locating lists, selecting lists and building new lists. Our research is producing as many as a million and a half new names per month. This represents repeat business for several million mailers who are convinced they get MORE out of researched lists.

### How Does Research Apply to Lists?

First, we research a cross-section of your customers. From our vast store of research files and statistics, we locate the dominant characteristics of your customers. These may include age, occupation, income, marital status, family size and others for consumers. For business firms, it may include product, employees, location, capitalization, sales, etc.

This research gives a PROFILE OF

YOUR BEST CUSTOMERS—not one or two superficial characteristics which you already know—but the DOMINANT CHARACTERISTICS. This tells us how to look for more.

### Back To Research Again

Now, we reverse our steps, extract new lists from many sources. We cross-check for these characteristics. Thus we are able to locate lists of people closely paralleling your present best customers. Worth testing?

We think so. So do some of the giant business and consumer mailers.

This improved list technique can apply to your lists and make all the difference in the world in results, profits, using your budget effectively, locating whole new market areas.

Write or phone now. Tell us your product, mail objective and we'll relate our service to your specific requirements.



It's always OPEN HOUSE—to Reporter readers in our new, expanded office building. Visit us, by mail, by phone or in person.

## Specialists in List Research Market Compilation & Research Bureau

Mailing Lists Compilers and Consultants

10561 Chandler Blvd.

North Hollywood, California

Stanley 7-5384

LISTS: Classified Consumer . . . Selective Occupant . . . Educational  
. . . Industrial . . . Professional . . . Resident . . . Home Owner  
. . . Farm . . . Civil Service . . . Institutional . . . Philanthropic  
. . . Mail Order Buyers . . .

COVERAGE: United States . . . Canada . . . Foreign.

PLUS: Specialized knowledge and lists of Western Markets.

## SPEED TYING OF OUTGOING MAIL SAVE TIME-LABOR-TWINE TIE LETTERS - PARCEL POST - CHECKS PAPERS - CIRCULARS - LABELS - BOXES with a AUTOMATIC PAK-TYER



There is an ALL-PURPOSE PAK TYER for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.

**FELINS TYING MACHINE CO.**  
3351 N. 35th St.  
Milwaukee 18, Wis.

duced and the people behind it. In addition to magazines, about 50% of present volume is in commercial printing, a large part of which is direct mail. It's good to see fine examples like this of printers' self advertising.



**DOUBLE DUTY MERCHANDISING:** Roux Haircoloring merchandised their full page as in the May issue of Redbook with this same-size, laminated postcard. The giant full color card was mailed to 10,000 dealers to do a double



for the happiest hair of your life.

**ROUX**

Brighter, Happier, Haircolor!

Registered Trademark of Roux Laboratories, Inc.

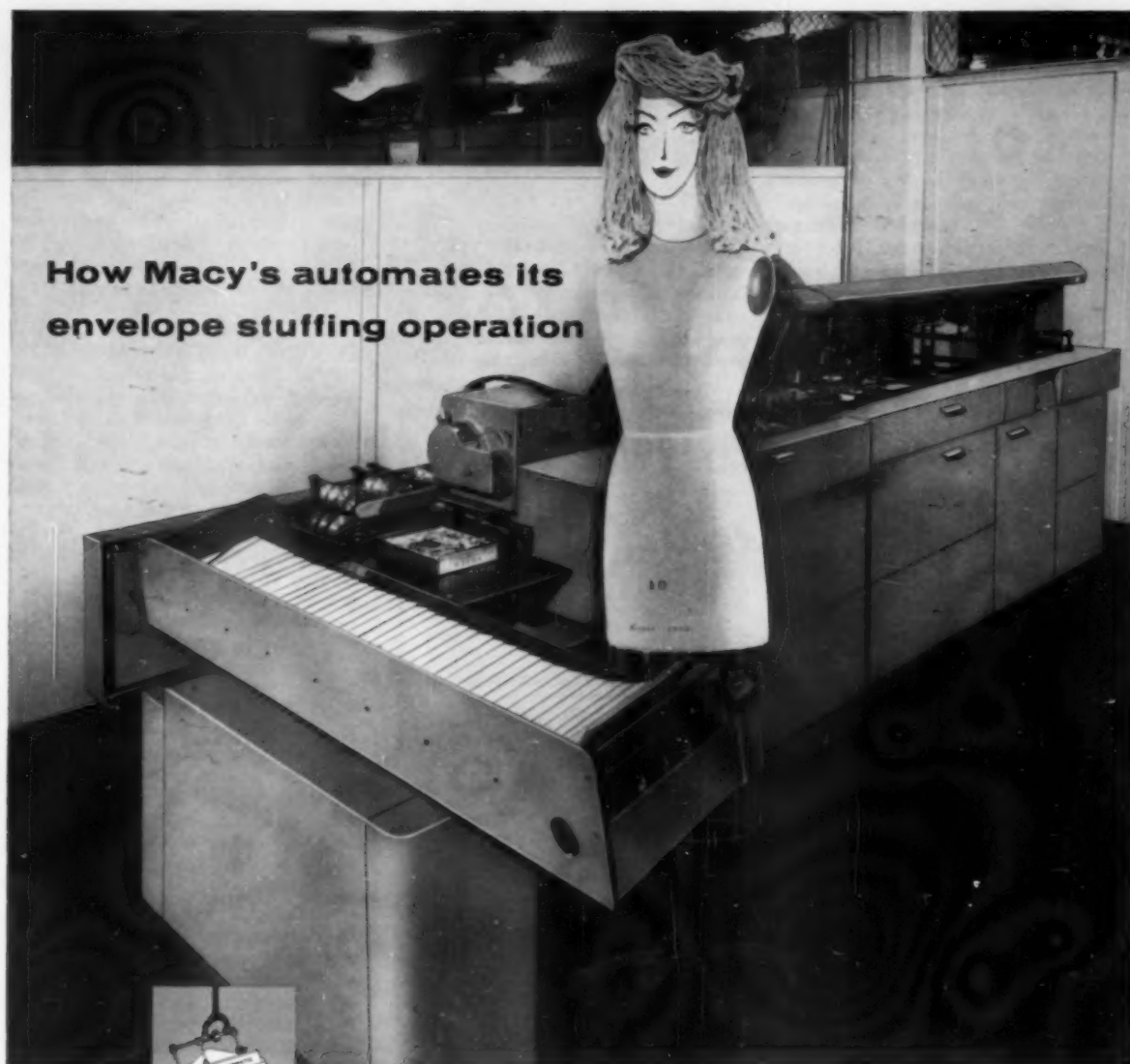
selling job: (1) sell dealers (script reminder told them "Roux puts you in the picture by telling 2,252,000 women readers of Redbook magazine"); (2) sell consumers (back provided an adhesive strip so dealers could use the card easily as a point of purchase poster).



**HERE'S A TWIST!** John Rochow (W. S. Ponton, Inc., Englewood, New Jersey) is still indignant about the attacks made by newspapers against direct mail . . . especially that Englewood Affair described in the January 1958 Reporter. So he was more than curious about a bulky mailing piece received from The Daily Record of Stroudsburg, Pa. A 10" x 12 3/4" envelope. Weighed just over 8 ounces. John received several duplicate pieces himself and nearly everyone in the firm received at least one. So did most of the Rochow's neighbors. Inside envelope a sample issue of the newspaper with a special section, "A Guide to Pocono Vacationland." The space salesman had evidently rounded up about every resort facility in the area with the promise that extra copies would be delivered to adjoining area prospects. In other words, the special guide section became a direct mail piece, but accord-



## How Macy's automates its envelope stuffing operation



### *the PHILLIPSBURG INSERTER does it automatically!*

Lavender and lace...buttons and pins...dowagers and debts — they're all gone. Even the mannequin is not needed in the mail room, except for a picture to show how automatic the new Phillipsburg Inserter is! The Phillipsburg Inserter is really an amazing machine. The operator loads it with advertising inserts and bills, presses a button and the job's under way as smooth as silk! It gathers up to 8 enclosures, stuffs, seals, prints postal indicia, counts and stacks. It does the work of 200 employees, working twice a month. The mail goes out on time and at far less cost — 30,000 finished pieces a day without overtime! Wonder what was good about those good old days?

**SEND COUPON** for Case History, showing how others in your business use mechanized mail inserting profitably...



**Bell & Howell Phillipsburg Co., Phillipsburg, N. J.**

☐ Send Case History on \_\_\_\_\_ (type of business)  
☐ Send "Wider Horizons with Mechanized Mailing"  
 Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

R-7-8

ing to imprint on envelope it was mailed at 2nd class rate. Such rate is now 1.95 cents per pound, which means that each piece in this mailing cost slightly less than 1 cent for postage. If a direct mail outfit had made such a mailing, the postage cost per piece would have been 23 cents (23 times larger than newspaper rate), since each weighed slightly more than 8 ounces and would have to go at pound rate for 1st and 2nd zones of parcel post. If the enclosures were trimmed down slightly to 8 ounces, it could go for 8 cents at present 3rd class rate . . . still 8 times larger than newspaper paid for same mailing. The next

time you read a newspaper attack on direct mail, claiming direct mail causes big postal deficit . . . show the editor this item. Even at the new rates effective in 1960 . . . this newspaper "direct mail piece" would cost only a fraction over 1½ cents each. Who is riding a gravy train?



□ **THE NEW 1958 DIRECTORY** of members of Hotel Sales Management Assn. is now available. This 132-page listing of individuals and hotels by geographical classifications is nearly a must for anyone dealing with promo-

tional work of hotels. Don't know exactly distribution policy or if there is a charge . . . but you can get full details by writing to Adrian Phillips, ex. v.p., 1325 Boardwalk, Atlantic City, N. J. This lively association has certainly grown tremendously since 1937 when this reporter appeared as a speaker at the French Lick convention. Then there was only a handful of promotional-minded souls. Now the lineup runs into the thousands. Direct mail is a favorite topic at conventions and in bulletins.



□ **WHAT WILL THEY THINK OF NEXT?** One of our friends recently received an imposing-looking envelope from India. Inside was a circular from Socio-Counsel Mission, "Cocio-House" Sec. Science 'C', Madras-10, India, offering a new scientific treatise on happier sex life. No charge for book, but "to eliminate avoidable wastage by inadequate interests," Americans are asked to send \$1 as part of the postage. We can only hope that the advice on sex matters is more clearly written than the descriptions in the circular.



□ **IF YOU ARE A RADIO HAM** or know any such hobbyists, you should be interested in a program being sponsored by the Communications Officer, Division of Real Estate, Bureau of Facilities, Post Office Department, Washington 25, D. C. In the May 8, 1958, Postal Bulletin, postmasters were furnished with an "Amateur Radio Operator Questionnaire." The Post Office would like to obtain records of all ham operators who would be willing to volunteer for communications services in a period of national or sectional emergency. Postal employees particularly are being urged to sign up. Others interested can get details from local postmaster.



□ **ACCORDING TO NEWSWEEK**, two of the most booming businesses today are the swimming pool industry (previously reported here) and surprisingly, the telescope manufacturers and merchants. The latter was sparked by the advent of sputniks. Some manufacturers of astronomical telescopes report production up 30% ahead of last year. One New York dealer (Willoughby's) shows 320% increase in sales since the space age began last October. Map and globe manufacturers are profiting too. U. S. Rubber bought 250,000 copies of a Rand McNally celestial map which had been kicking around unused for years . . . to give to buyers of Keds sneakers. We like the way The George F. Cram Co., Inc. (730 E. Washington

# PC

**PERSONAL CONSIDERATION** of your mailing  
*for . . .* list requirements . . . always with your interests  
in mind.

**PERFECT COORDINATION** of every step in  
your list rental schedule . . . from order to  
follow-through.

**PLANNED CIRCULATION** — planning to give  
your direct mail the most effective possible  
distribution.

P. S. Are you on our list to receive the special studies we are sponsoring on **THE FUNCTION OF MAILING LISTS IN DIRECT MAIL ADVERTISING?** They are being written by some of the country's leading direct mail experts and will be ready for distribution beginning in September — **FREE, OF COURSE.** Phone or drop us a line today.

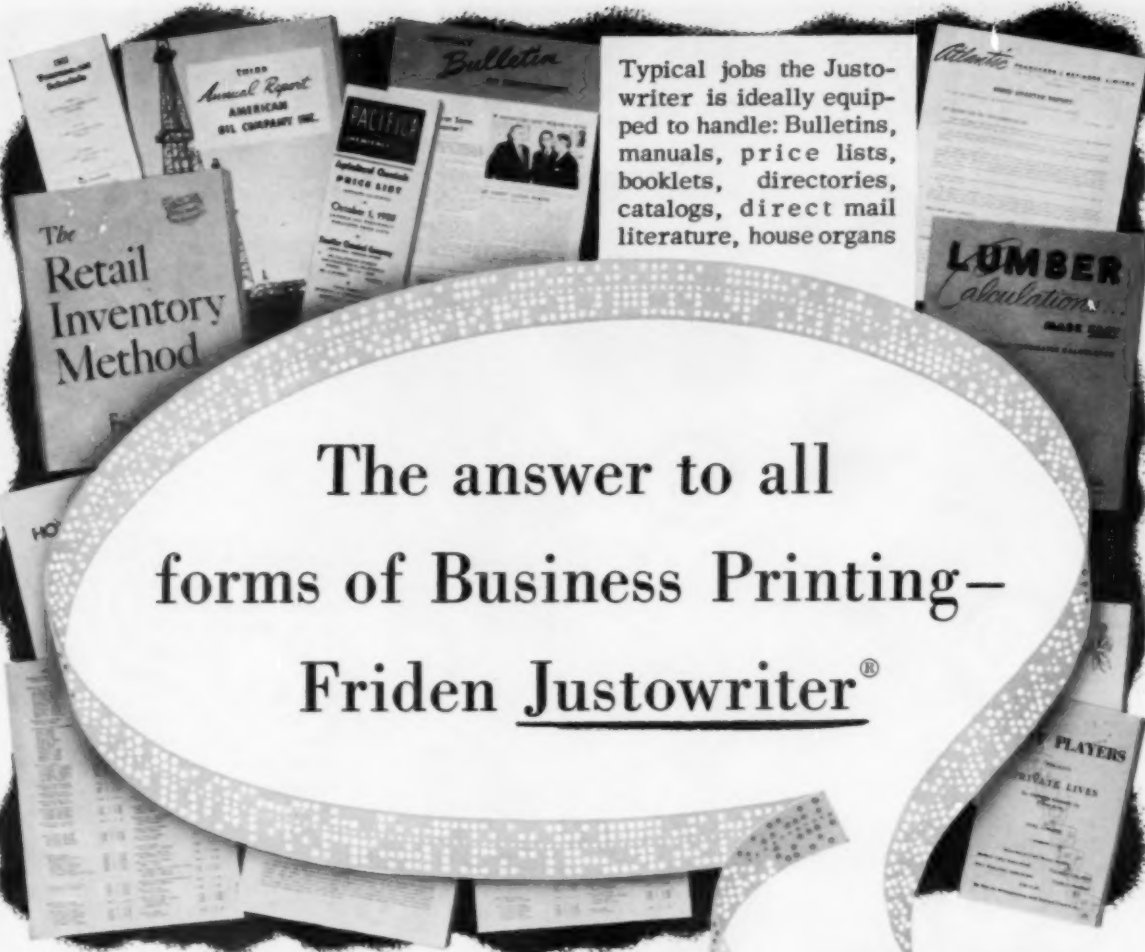
## PLANNED CIRCULATION

Mary Bertha McGuire  
Owner

A List Broker Dedicated to the Customer's Interests

19 West 44th Street, New York 36, N. Y.

MUrray Hill 7-4158



Typical jobs the Justowriter is ideally equipped to handle: Bulletins, manuals, price lists, booklets, directories, catalogs, direct mail literature, house organs

## The answer to all forms of Business Printing— Friden Justowriter®

IN YOUR OFFICE, the 2-unit Justowriter (Recorder and Reproducer) can turn out professional typesets with justified margins -- at substantial cost savings compared with typewriter or hot metal composition.

THE FRIDEN JUSTOWRITER produces these professionally composed typesets on direct image plates for duplicating machines or in form of reproduction proofs for lithographic printing.

TYPIST BECOMES EXPERT TYPE COMPOSITOR as her typing on Recorder (1st Justowriter unit) produces simultaneously (a) typewritten sheet, for visual check, and (b) punched paper tape with identical copy in code. Second Justowriter unit, the Reproducer, then "reads" the code tape and automatically composes the original copy



in clear, accurate, justified-margin form. 14 different Justowriter type faces, sized from 8 to 14 points, are available.

WRITE TODAY on your business letterhead for additional information on the justifying type-composing Justowriter - a basic Tape-Talk machine in the "new world for business" created by Friden. FRIDEN, INC., San Leandro, California.



THE ABOVE COPY WAS SET ON THE JUSTOWRITER IN 10 PT GALVIN TYPE

## Two ways to get whiter, brighter business letters



### 1. The hard way:

Become a paper expert. Learn how to add just enough color to give your paper the just right brilliant-white of Hammermill Bond. Then invent a special centrifugal pulp cleaner that whirls dirt specks out—the way Hammermill did to make paper outstandingly clean.

Then find out how to unlock the secret of hardwood to make a bond paper that prints better, types better, looks better—as Hammermill did with its exclusive Neutracer® pulp. And spend \$6,000,000 building a plant to produce this pulp—as Hammermill has done.

But it takes years to become a paper expert. Why not get the finer qualities you want in your watermarked bond paper...

### 2. The easy way:

Ask your printer for

**HAMMERMILL  
BOND**

Hammermill Paper Company, Erie, Pa.

St., Indianapolis 7, Ind.) is tying in with the unexpected boom. Recently issued a five-step standardized presentation for all salesmen for demonstrating how Cram Globes can be used in teaching the length of satellites; determining duration and path of orbit; why the satellite stays up; etc. Good stuff. Even in a recession there seems to be plenty of business for those who keep their eyes open.



□ **SCHOOL YEARBOOK STAFFS** get plenty of helpful production advice from a publication called **Taylor Talk**... sent to them monthly by Taylor Publishing Co., 6320 Denton Dr., Dallas, Tex. The yearbook printing specialists' external magazine is filled with four-color photos illustrating cover, layout and design techniques. Shows yearbook editors how to make the best use of photos, how color can give them more impact, etc. Incidentally, a clever slogan the publisher uses in every issue tells yearbook staffs: "The world's best yearbooks are Taylor-made."



□ **WHITING-PLOVER PAPER CO.** has a continuing monthly letterhead competition to select the best design and reproduction use of Plover Bond. Each month, awards are presented to 10 paper salesmen, printers and firms whose letterheads are selected for excellence. Recent monthly winners included Harry M. Jacobs, graphic arts designer of Greensboro, N.C.; The Stan Kenton Orchestra, Los Angeles, Calif.; and Control Data Corp., Minneapolis, Minn. At the end of the year, 12 Grand Award letterheads will be selected from all entries submitted. If you've got a Plover Bond letterhead, send it to Whiting at Stevens Point, Wis.



□ **ANOTHER CORRECTION**, darnation! Some months back we joshingly took Joe Kesslinger (Newark) to task for crediting the Grand Rapids Herald with making "the best crack of the year." The crack was, "Running a business without advertising is the same thing as winking at a girl in the dark. You know what you are doing, but she doesn't." We reported that Billy Van of Pine Tree Soap fame used exact words in his speech at the 1935 Direct Mail Convention in Kansas City. We qualified the credit by admitting that Billy might have snatched it from Ben Franklin. Now, along comes Bert Barnes, editor of The Pick-Up (house magazine of United Parcel Service, 331 E. 38th St., New York 16, N. Y.) who says he used the quotation in a house magazine called Blue Pencil back in 1921, and also in a speech about house magazines the same



**PHOTOSTAT**

OFFSET  
DUPLICATOR  
STANDARD  
MODEL 1115

The Masterlith Offset Duplicator, Standard Model 1115. Price, complete: \$3150 f.o.b. factory. (Price and specification subject to change without notice.)

**When you decide to "do-it-yourself,"**

*Masterlith* is ready to help

If you're buying a lot of printing, you can save money with your own offset duplicator. And you're *sure* to enjoy the convenience.

But there may still be a question in your mind: "Who can run the machine?" When it's a Masterlith Offset Duplicator, the answer is "most anybody."

No other equipment has been so carefully designed to make it easy for the operator to turn out top-notch work—

every time. With the basic simplicity of an offset duplicator, the Masterlith provides quality production usually found only in large equipment.

There are about two dozen reasons why this is true... too many to list in an advertisement. But you can see as many as you want in a demonstration. Any Photostat Corporation office (they're listed below) will be happy to arrange a demonstration.

Albany • Atlanta • Austin • Binghamton • Boston • Bridgeport • Brownsville • Buffalo • Chicago • Cincinnati • Cleveland • Clifton • Columbus • Dallas • Dayton • Denver • Des Moines • Detroit • Gorham • Harrisburg • Hartford • Houston • Jackson • Kansas City • Little Rock • Los Angeles • Louisville • Memphis • Miami • Milwaukee • Mobile • Muscatine • Newark • New York • Oakland • Oklahoma City • Philadelphia • Phoenix • Pittsburgh • Portland • Providence • Rochester • Sacramento • Salt Lake City • San Diego • San Francisco • Seattle • Shreveport • Springfield • St. Louis • St. Paul • Tulsa • Washington • Wichita • Winston-Salem.

**PHOTOSTAT CORPORATION** P. O. Box 1970 RE, Rochester 3, N. Y.  
PHOTOSTAT IS THE TRADE MARK OF PHOTOSTAT CORPORATION



## YOUR INDEX TO DIRECT MAIL MARKETS . . .

Comprehensive from Accountants and Auditors through Women's Apparel Shops . . . 129 pages . . . over 12,000 classifications . . . alphabetically classified for your convenience.

**PONTON'S** quality controlled mailing lists . . . compiled by modern **PONTON ELECTRONICS** . . . with IBM Electronic Equipment . . . are your assurance of successful mail campaigns and promotions . . . with more accurate . . . pin-pointed selection . . . no duplication or waste.

**PONTON** . . . Leader in Direct Mail since 1885 . . . has a fully mechanized addressing and mailing department to take care of all details at low cost . . . speed . . . and effectiveness.

write for the free  
PONTON CATALOG

*List & trades...*

**W. S. PONTON, Inc.**

Sales Office and Production Plant

44 HONECK STREET, ENGLEWOOD, N. J.

New Jersey : LOwell 9-5200

New York : MURray Hill 7-5311



Camera magic that lifts type or art out of the commonplace, into the realm of the unusual—even to extremes! You dream up the effect—we'll produce it mathematically and photographically perfect. Let your imagination run riot—then call us!

Send for Free Specimen Book R

**PLEXO-LETTERING CO. INC.**

## RAPID FILM-LETTERING \$1.00 PER WORD!

Reduced or enlarged to fit your layout...negative or positive...No photo-print charge!...No photostat charge!...No minimum charge!...Unlimited choice of styles!...24 hour service! New FREE specimen chart on request. Mail service anywhere in U.S.A. Address Dept. DM.

**RAPID  
TYPOGRAPHERS  
INC.**  
305 E. 46 ST., N.Y. 17  
MU 8-2445



year. Bert says the story had been kicking around for many years before that. So, as we've said before, nothing is really new.



IF YOU'RE LOOKING for a letter gimmick with a financial angle . . . suggest you write to Mailograph Co. for a sample of their "Tica-Tape" letter. Top of letter illustrates a stock quotation ticker. Letter headline is printed on small yellow tape which pulls out from behind illustration. The illustrated ticker machine also shows through window in mailing envelope. Good attention getter for any copy theme with a monetary angle. You can get samples and prices from Mailograph at 39 Water St., New York 4; N. Y.



THE RYDER TRUCK RENTAL CO., with offices in eleven southeastern cities, is doing a bangup direct mail job of explaining to business executives why it's more economical to rent trucks rather than buy and maintain them. Circulars and booklets very clear and concise. Particularly effective was an Application for Employment piece from a "truck and maintenance administrator." Salary expected: None. For samples or details, write to J. E. Ambler, P. O. Box 367, Miami 52, Fla.



SOUND-O-GRAPH, INC., producers of records for promotions, is doing a good job of livening up the visual appearance of sound recordings. Formed with the idea that "a record does not have to be a disc," the new sound producers have come up with a star-shaped format; a patented center die-cut that does not deface printing on the base of laminated records; a die-cut "snow flake" format, etc. If you want some samples write to S-O-G at 11 W. 42nd St., New York 36, N. Y.



THERE HAVE BEEN RUMORS that the Post Office Department was planning to renew the demand (first threatened last fall) for zoning and separating by zone all third class bulk mail. The original demand was canceled when mailers showed the hardship involved . . . but promised to zone all their lists as rapidly as possible. The Department now says the rumors are untrue. Officials are pleased with way most large mailers are cooperating. No present plans for demanding zoning. But all mailers should cooperate. Zoning speeds up distribution. If your list is not yet zoned for cities with the system . . . get busy. Require zone indication on all order blanks, inquiry cards, etc.

**Archer-Bennett**  
LIST SERVICE, Inc.

140 West 55th Street, New York 19, N. Y.  
Telephone: JUdson 6-3768

SPECIALIZED LISTS AND  
COMPLETE DIRECT MAIL  
PROMOTIONS

**ADD YOUR  
SUCCESS  
STORY  
TO THESE...**

Mr. Direct-Mail Advertiser:

**HITCH YOUR CAMPAIGN TO A PROVEN  
SALES STIMULANT...TRADING STAMPS!**

**80% OF ALL HOUSEWIVES SAVE TRADING STAMPS**

Once a woman gets the trading-stamp habit, it's almost impossible to break! Once she sees how easy it is to get beautiful gifts free with trading stamps, she keeps coming back for more and more! If there ever was a tremendous selling force...it's trading stamps!

**NOW, FOR THE FIRST TIME, YOU CAN  
DIRECT YOUR OFFER TO A PRE-SOLD  
AUDIENCE OF TRADING-STAMP SAVERS.**

Our list is exclusive...and has been successfully tested. This is a list of hundreds of thousands of women who have actually redeemed Triple-S Blue Stamps... one of the finest stamp plans in the country. Triple-S is highly respected for its top-quality gifts, outstanding service, and well-integrated Eastern network of redemption centers.

Let us send you complete details on this sure way to increase your returns... faster. Mail the coupon today... or 'phone me.

Cordially,

*Eileen Bennett*

President

*Cott Beverage Corporation*  
MANUFACTURERS OF COTT BOTTLED BEVERAGES, N. Y. C.  
GENERAL OFFICES: 100 EAST 42ND ST.  
NEW YORK 17, N. Y.

"Total Sales during one three-day Blue Stamp promotion amounted to \$1428. Normal business would have been about \$125."

THE STAMFORD SAVINGS BANK  
INCORPORATED 1922  
STAMFORD, CONNECTICUT

"We are extremely gratified...results exceeded our most optimistic estimates."

RIGGIO TOBACCO CORPORATION  
GRANCO DRIVE  
BRIGHTON, N. Y.  
TELEPHONE BR 4-0001 • CABLE ADDRESS: RIGGIO • BRIGHTON, N. Y.

"Sales of Regent Filter Cigarettes... increased 4900% with Triple-S Blue Stamps..."

Archer-Bennett List Service, Inc.  
140 West 55th Street, New York 19, N. Y.

Miss Bennett:

We'd like more information on your Trading Stamp program.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY & STATE \_\_\_\_\_

TITLE \_\_\_\_\_

*American Motors proves one picture is really worth a thousand words, as . . .*

## RAMBLER DEALERS RING UP MANY EXTRA SALES WITH UNIQUE IDEA AND DIRECT MAIL HELP

by Fred L. Shaw

Vice President and Copy Chief  
Richardson-Shaw, Inc., Detroit Direct Mail Agency

AMERICAN MOTORS' lively Rambler is writing the automotive success story of 1958. Rambler sales for the current model year are running sensationally ahead of those of a year ago—and the sales curve is still zooming, despite the summer doldrums.

Rambler's emergence as the only American-built car that's showing sales gains this year is attributable not only to the appeal of its smart, compact, high-performing models, but to the unusual ideas that are flowing from the company's automotive advertising and merchandising department.

### "The Right People"

Among the most resultful of these ideas is Rambler's unique "Picture-

Drive" program, according to J. H. McGuckin, Automotive Merchandising Manager. In this program, "the right people" are invited—largely by direct mail—to "guest-drive" the 1958 models, then are well rewarded for having taken this pleasant action.

The reward for trying out Rambler is free choice of one of three valuable picture-murals—giant-size, full-color reproductions of strikingly beautiful American scenes.

Some 100,000 of these murals are now gracing U. S. homes—permanent decorations that are lasting reminders of Rambler and the dealers who bestowed them as demonstration awards. And in the driveways of a surprisingly large proportion of these homes stand gleaming new Ramblers,

additional sales that might well not otherwise have been made.

Before we delve into the details of the program and the important part direct mail is playing in its success, a word about the murals:

Representing the best work of noted American color photographers, the three pictures include a spectacular mountain scene (reproduced on the cover of this number of *The Reporter*), a brilliant autumn scene and an exciting seascape, all made especially for Rambler by Glenview Products, Inc., Milwaukee mural house.

The murals represent genuine value, for the same type of picture sells at leading stores at \$8.95 and up. "Giant-size" aptly describes them. They measure nearly four feet in height by five and a half feet in width. They are finely crafted on a strong, canvas-textured paper which can be mounted like wallpaper or put into a frame like a fine painting.

### Two Dealer Rules

Dealers and salesmen who are making a success of the program are strictly observing these two important

**Reporter's Note:** The colorful photo mural pictured on our cover this month has been responsible for one of the most remarkable direct mail successes of our time. At a time when lagging automobile sales have needed a sales stimulant the most, American Motors' "Picture-Drive" campaign has become the envy of Detroit. And for a good reason: it has helped Rambler dealers rack up a whopping 75% increase in sales over last year. The inside story is told here by Fred L. Shaw, vice-president of Richardson-Shaw, Inc., Detroit sales promotion agency which created the direct mail program. The heart of this automotive sales success is naturally the big give-away idea itself. But as Fred Shaw told us: "Only by means of direct mail can dealers and salesmen appeal to the solid kind of citizens who are the real prospects for Rambler." And that's one of the main reasons the little car enjoys very big sales.



Inside spread of folding invitation postcard shows beautiful mountain scene mural reproduced in vivid full color. Murals are pictured in familiar setting, with furniture, etc. to dramatize their great size. Address side of the offer mailer carries only one attention-getting line: "A breathtakingly beautiful gift awaits you. . . ."



LERI  
FREE!



With seascape mural in background, Rambler Advertising Order Department manager Frank Cilascki (seated) and assistant manager John Yadlosky expedite dealer orders for murals and direct mail material. The department's efficient order handling system assures fast delivery in the campaign.



Sales training is an important part of the Rambler campaign's success. Rambler's sales training manager R. James Molloy (left) and assistant merchandising manager Richard J. Frick work constantly to be sure salesmen are adequately instructed in both direct mail and car demonstration techniques. Training text is campaign's detailed sales manual, describing "How to 'Picture-Drive' your way to success." (Shown on page 26).

rules, suggested at the start of the activity:

1. Make your offer to adult couples only, one mural to a family. This gets both husband and wife — who jointly make the family buying decisions — into the demonstrator at the same time. Thus you need to make your sales pitch only once and you get faster signatures on the order blank. Of course, you'll make sensible exceptions to this "adult couple" rule. Neither a wealthy widow nor a bachelor in the bucks should be required to go to the altar to qualify for a mural! You use your best judgment in cases like these. A big advantage of this rule is that it eliminates youngsters, curiosity-seekers and other non-prospects.
2. Every "Picture-Drive" must be a conscientious, enthusiastic driving demonstration, over a route that shows how beautifully Rambler rides, handles and performs under all road conditions. To receive a mural at no charge, each adult couple must take a legitimate demonstration.

#### ... And Two Fundamentals

Besides the pulling power of the offer, which has proved a strong showroom traffic-builder, the practice of two prime fundamentals of successful selling explains why the program is producing substantial additional car sales, points out Mr. McGuckin.

"One of these fundamentals," says he, "is that of demonstrating the product adequately — getting the prospect behind the wheel and helping him sell himself on the car's good points. The demonstration is selling's most powerful tool. It arouses desire, convinces and leads to the close as nothing else can."

"The other fundamental is that of having our salesmen spend maximum time in the presence of *real* prospects — in the case of the 'Picture-Drive' program, solid citizens who will appreciate the murals as permanent home decorations and who obviously possess the means to buy a new car."

These selling fundamentals are brought out strongly in the "Rambler Salesman's Picture-Drive Manual," produced under the direction of R. J. Molloy, Sales Training Manager.

Not only does the manual keep pointing out that "the demonstration's more than half the sale... with Rambler," but it clearly defines the "right kinds" of prospects and tells the salesman where to locate them and what to do when he has their names and addresses.

"Picture-Drive" demonstration report cards are mailed to Detroit promptly by salesmen who want a chance to win the portable TV set awarded weekly. Names of prospects and buyers on the cards are transferred to mailing lists, then cards are put into a box for drawing of lucky salesman's name. Rambler merchandising manager John H. McGuckin (center) and assistant merchandising manager Guy Hadsall are shown here checking our salesman's winning report card.





A periodic "Picture-Drive" newsletter keeps salesmen and dealers informed on how the campaign is going. Items announce salesman TV set winners, tell how leading dealers are selling, offer additional tips for sales success, etc. In keeping with the campaign's "picture" theme, the newsletter is sparked by interesting photos and illustrations. Below, is the "Picture-Drive" sales manual used for intensive salesman training.

### Who Are The Best Prospects?

Throughout the program, direct mail has been the most used medium and has proven the most effective in bringing in the type of prospect at whom the promotion is aimed.

"Direct mail," says assistant merchandising manager Guy Hadsall, Jr., "is advertising that can be based directly at the target and hence is ideal for use in reaching a select, hand-picked audience—in our case, the kind of people most likely to be intrigued by the mural offer and interested in Rambler.

"Realizing this, we made available to dealers and salesmen, in big quantities and at low cost, a beautiful 'Picture-Drive' invitation postcard, printed on the finest available stock and reproducing one of the murals in full color. We urge salesmen to make a practice of mailing at least 15 invitations a day to selected names."



Fred W. Adams, Director of Advertising and Merchandising, Automotive Division, American Motors Corporation.

The best prospects, salesmen are told in their "Picture-Drive" manual, are:

**Home-owners**—particularly families living in the better residential sections. Murals like Rambler's fit beautifully into the decor of modern homes, with their spacious living areas and large recreation rooms. More than incidentally, families located in the suburbs, where most houses are designed along modern lines, are good prospects for two Ramblers!

**Professional people.** What better prospects for Rambler are there than accountants, dentists, doctors, architects, lawyers and others in the professions? Such people are doing a lot toward making their recreation rooms and offices more attractive. Because of this, many of them will "go" for your Rambler murals—and for the '58 Rambler, too!

**Business people.** Executives in in-

dustry, retailers, too, are sprucing up their offices and stores as never before. Murals like Rambler's are "made to order" for many of these situations. Here are more "solid" citizens who will want your murals and will "guest-drive," then buy the new, '58 Rambler!

Other "hot" prospects who have been receiving "Picture-Drive" invitations in the mail include present owners of American Motors-built cars, owners of other makes and dealers' used car buyers and service customers.

Dealers whose salesmen conscientiously mail "Picture-Drive" invitations daily to hand-picked prospects have had these good results:

On the average, a mailing of invitations to 15 "right people" brings three specific requests for demonstration drives. This is a remarkable 20 per cent return on direct mail.

Those who request demonstrations are bona fide prospects, honestly interested in Rambler, as well as the mural awards.

"Our salesmen have found that every demonstration given as a result of one of these mailed invitations has a better than average chance of resulting in a sale—if not immediately, a little later," says Mr. Hadsall. "The award of a beautiful mural creates a good friend and the ride in Rambler an honest-to-goodness prospect, well worth following up if he doesn't buy now. In addition, the recipient of one of these awards becomes a ready source of names of others who've seen and admired his mural and wished for murals of their own."

### A Clear Pattern Of Results

Heartening stories of sales successes with the "Picture-Drive" program are reaching Detroit in mounting numbers—and from these stories has emerged this clear statistical pattern:

One hundred "Picture-Drive" demonstrations guarantee a minimum of five new car sales. And where the caliber of salesmanship is high, 100 such demonstrations often result in 10 or even 15 sales. In addition, these demonstrations help build a "bank" of good prospects, truly disposed toward Rambler, well worth following up.

All of which proves that an appealing promotional idea, built on sound selling principles, can help pave the way to sales success, recession or no. And that direct mail, well executed and carefully aimed, can play a big part in making that idea a bell-ringer! ●

*"No one could  
After such approach  
Deft, clever, and amiable  
And such artful concern for aural  
and visual senses,  
Ignore to answer."*

**LIST CLEANING LETTER  
PRESENTED PHRASE BY  
PHRASE BRINGS DITTO  
FROM PROSPECT . . .  
ALONG WITH PRAISE**

MARKET ACCURACY for direct mail has never been as important as it is right now. Increasing postage and production costs as well as increasing competition have focused more serious attention on both list selection and list cleaning. More mailers everywhere are particularly searching for list cleaning methods to help them cut down unproductive names, and increase name, address and position accuracy of true prospects.

One very successful method is the simple but unusual list cleaning letter used by Celanese Corporation of America, 180 Madison Avenue, New York 16, N. Y. Celanese has a wide range of product literature . . . covering their synthetic organic chemicals, solvents, fluids, etc. Their use of this letter is to find out which prospects are interested in what products . . . and assure name and address accuracy at the same time.

With copy and format created by Reply-O-Letter, 7 Central Park West, New York, N. Y., the letter is designed for easy reading . . . and easy response via the built-in reply card. Copy is presented phrase by phrase . . . straight down the page.

Response to this quick and simple list cleaning method has been enthusiastic . . . as you can see by one reply from DeBell & Richardson, Inc., a Celanese prospect in Connecticut.

In these important list cleaning days  
Perhaps you, too, can get results and praise  
Using letters with the one-line phrase.

**CELANESE CORPORATION OF AMERICA**  
CHEMICAL DIVISION

180 MADISON AVENUE, NEW YORK 16, N. Y. • Telephone MURRAY HILL 9-6000

Mr. John J. Customer  
ABC Manufacturing  
123 Factory Street  
Anytown, U.S.A.

**IS IT RIGHT?**

No one wants  
His name left out  
Or spelled wrong.

Or his mail directed  
To some one else,  
Or a wrong address.

So, will you kindly tell us  
On the reply card in the window above  
If our present stencil is correct.

We plan to distribute  
Important new releases  
On synthetic organic chemicals --  
Intermediates, solvents,  
Plasticizers, functional fluids.

And we want to make sure you receive promptly  
The information that applies to your particular work.

Please check the reply card  
And drop it in your outgoing mail.  
We've taken care of postage to save you time.

Even if the stencil is correct,  
Please mail the reply card.

Thank.

*J. T. D. Cornwell*  
J. T. D. Cornwell  
Advertising and Sales Promotion Manager



JTDC 8b

INTERMEDIATES - SOLVENTS - PLASTICIZERS - FUNCTIONAL

**DEBELL & RICHARDSON, INC.**

HAZARDVILLE  
CONNECTICUT

30 April 1958

Mr. J. T. D. Cornwell  
Advertising and Sales Promotion Manager  
Celanese Corporation of America  
180 Madison Avenue  
New York 16, New York

Dear Mr. Cornwell:

No one could,  
After such approach  
Deft, clever, and amiable,  
And such artful concern for aural and visual senses,  
Ignore to answer.

Therefore, and as you desire,  
Your prepaid card with my name  
Goes back to confirm solemnly my living presence in nonhazardous  
Hazardville,  
A little town in Connecticut.

And we shall be looking forward, now,  
To receiving, quite early one morning,  
A jaytedeciated message of hope about heaven-conceived, still-grown,  
and tower-sputated epitomes of pi electron bonded structures of  
carbon and what-not  
To be contemplated under milk wood  
And perhaps used in plastics,  
Our bis,

Best wishes

Sincerely yours,

*Sven Richter*  
Sven Richter

SR:mhh

Card enclosed



*New sales ideas, better service, careful sales forecasting and dynamic direct mail creation are making some spectacular sales across the seas . . .*

## MEET "3 SUISSSES": A BELGIAN MANUFACTURER WHO IS KNITTING A MAIL ORDER SALES BONANZA

by "Pete" Hoke



Paul Druetz

**Reporter's Note:** If you think the World's Fair in Brussels is the only exciting thing happening in Belgium, you should meet a fellow named Paul Druetz. When Paul hit New York on a recent U. S. visit, he hardly had his bag unpacked before people were calling The Reporter to tell us we should be sure to meet him. Publisher "Pete" Hoke did . . . and found this former Belgian paratrooper had a story as exciting as the visitor's own continental personality. Here's "Pete" Hoke's report of the meeting. An interesting yarn about sellers of yarn . . . which should inspire anyone selling by mail on either side of the ocean.

**P**AR EXCELLENCE! That's how we rate this extraordinary retail and mail order success story from across the seas in Belgium.

Within five minutes one day last month, DMAA's Herb Rohrbach and Art Jansen, with the Hickey Murphy Division of James Gray, called and said I had to meet Paul Druetz, International Marketing Manager of Filatures Des 3 Suisses, Tournai, Belgium.

And meet we did. Over lunch at The Roosevelt in New York, Paul unveiled the remarkable adventure which has built his company from 130 employees in 1947 to 1,150 in 1958. Wasn't hard to believe as we poured over pictures of beautiful stores (since 1949, they have opened 55 outlets in Belgium alone) and saw samples of promotion befitting the finest stores in this country.

The firm which Paul Druetz represents manufactures knitting wool . . . yarn for sweaters, socks and suits. Since 1932, this has been 3 Suisses' only line. Now, they also sell woolen socks and shirts under another trademark. But the knitting wool is the real story . . . built on a solid foundation of new sales promotion ideas, better service, careful sales forecasting, planning and a wonderful philosophy toward customers. This, in our opinion, must be the real secret of their success in a ready market.

### A \$20 Million Knitting Market

Belgium is a country of 2,500,000 homes. It's a cool country and so knitted goods are popular . . . they have a long season. Women, too, are closer to the home, sew more, knit more. Even so, was surprised to learn that over 1,800,000 of the 2.5 million homes have one or more knitters in the family. In terms of dollars, this Belgian knitted wool market is some \$20,000,000.

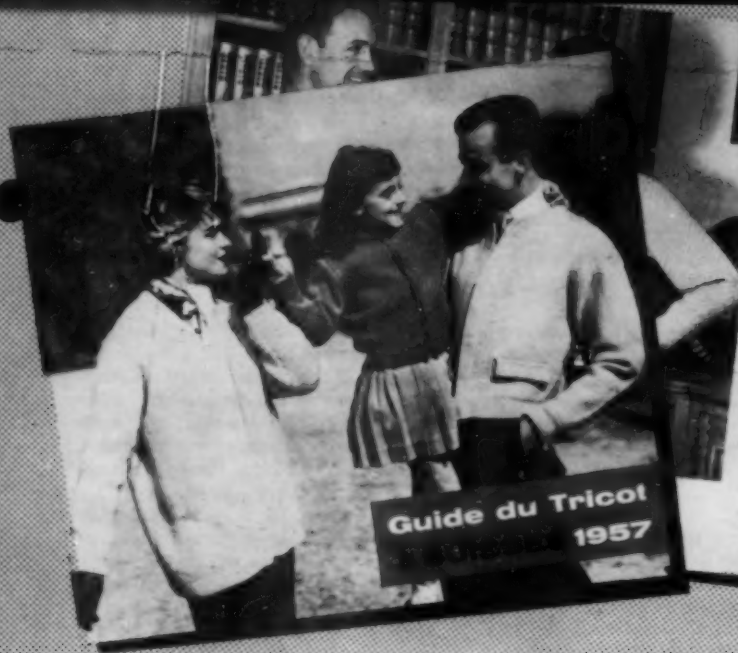
All of these 1,800,000 knitting homes are prospects of 3 Suisses. And 1,500,000 of them are on Elliott plates, the 4" square stencils. These names were put on the list in just one of three ways:

1. The prospect must have inquired as a result of seeing some neighbor's promotion piece.
2. The prospect made a purchase in one of the retail outlets.
3. The prospect had been contacted in one of a series of door-to-door distributions (postmen cover each house, similar to the U.S. Patron Mail regulation of a few years ago). These mass distributions feature a card offering some knitting premium . . . like a knitting brochure, needles, patterns, etc. Women receiving the cards are encouraged to mail them to 3 Suisses . . . or to stop into one of the 55 retail outlets.

### Dual Language Lists

In these three ways, the mailing list is constantly building, always up-to-date, clear of any dead wood. Once





This handsome catalog (cost: 22c in the mail) is sent to over 750,000 customers each year. Unusual sampling and four-color lithography develop stream of mail orders and traffic into 3 Suisses' 55 retail outlets.

This 8-page house magazine goes to customers six times a year. Offers premium, several sets of instructions for striking sweaters modeled in four colors by some of the prettiest in Paris.



Throughout year, 3 Suisses tests dozens of new premiums in mailings of 3, 4, 5 thousand. Best pulling premium is one used during following year in promotions to customers and prospects.





A riot of colorful yarns are showcased in 55 modern designed retail stores throughout Belgium, France, Holland and Germany. (Left) Interior of wool center in Ghent, Belgium. (Right) Front of glass-paneled retail location in Brussels.

on the list, a name stays there for life.

But the dual language problem familiar to Canadian advertisers also exists in Belgium. Where national advertisers in Canada create their appeals in both English and French, Belgium advertisers are appealing to markets who speak either French or Flemish.

To maintain their vast dual-language list, 3 Suisses has 180 people who work exclusively on a specially-designed record system. Names and addresses are typed on thin strips then inserted geographically on either a "French" or "Flemish" record board. The system is flexible, fast and accurate.

#### Two Kinds Of Buyers

Through research, Paul Druex has found out a lot about these people on his list. Among 1,200,000 have bought something at some time or another. About 300,000 are regular customers. He's found that people who buy in the retail stores generally won't buy by mail from the company. And, significantly, people who have bought by mail, then do business at one of their stores, usually stop buying by mail.

As in this country, there seems to be two kinds of people: *those who want to shop in stores; and those who prefer to buy by mail.* It was interesting to hear, though, that people do change their preference from mail to store. (Wonder if the reverse is not also true over the life of a family?)

Nevertheless, because of this dual preference, it's obvious why the team of beautiful retail outlets and outstanding mailed promotions have permitted 3 Suisses to gain 10 times a higher share of the knitting wool market than they had 10 years ago.

#### Prospect Promotion: Premiums

What about their promotion? They

don't leave a stone unturned. Everyone on the list receives promotion, but all do not receive the same thing. Prospect inquiries receive a catalog and 6 to 10 follow-ups until they buy. Most of these follow-ups are low cost, two color sales letters costing about \$20M in the mail. Included with them are testimonials, special or side-line knitted sock offers, etc. To keep interest alive and encourage action, each piece contains a premium offer.

An interesting sidelight to the premium offer is that 3 Suisses is constantly testing for the best pulling one. This premium offer testing is an important function . . . designed to unearth the best offer which can be used during the following year. Last year, the tests (made via many mailings of 3, 4 and 5M) showed that their 1958 offerings should be a smart knitting bag. Thus, all '58 promotions will offer just that . . . in several different colors at an attractive self-liquidating price.

Big emphasis on premiums is based on a philosophy 3 Suisses holds. It is this: There is something in people that makes them want to do the right thing. They develop a sense of obligation over a period of time for people who are generous, who are always doing nice things. And they respond. And so it is, too, with stores and mail order selling . . . companies who consistently offer quality merchandise, friendly contact by mail, practical gifts, and smart service . . . these things, too, build obligation. And obligation leads to purchases . . . in this case, to 3 Suisses in Belgium for knitting yarns.

Paul Druex is convinced that this is a great part of their success. And why, despite thousands of other stores selling yarns at lower prices, he is able to maintain such enormous volume, customer loyalty . . . and such a great share of the market.

#### Customer Promotion: Service

Customers' promotion differs from that of prospects. Regular customers receive a handsome 40-page catalog. This 9" x 9", four-color offset spectacular is mailed — get this — to over 750,000 customers each year in Belgium; and more in the other neighboring countries. Finest color photography, beautiful Paris models in interesting settings, plus startling yarn swatches make this a contender for any graphic arts award. It costs 22¢ a piece in the mail. That's \$220 per thousand, including envelope, catalog, order form, return envelope, postage and mailing. Really a woolly fairland for busy knitters.

In addition to a color matching service (3 Suisses holds identical yarn dyes for six months), customers also are entitled to receive an interesting eight-page house magazine. They get it free each month for six months after their last purchase. Another purchase renews the subscription. The magazine is a fashion promotor, replete with lovely models, knitting instructions for four or five types of modeled sweaters, etc. Printed in both two and four colors, it also features the season's self-liquidating premium.

#### "The Offer" Really Counts

This then, is the promotion pressure 3 Suisses applies. It works. Women order by mail. Women walk into stores with catalog in hand and ask for yarn as sampled.

We asked about reasons for using four colors and expensive photography.

"Oh yes, we test one, two, three and four colors," answered Paul, "But we have found that color is not important to what return we receive. The offer is really the only thing that counts. That's why we test, test, test all the time."

"We use color because we should. It befits our position in business. It looks best. It is just the way to sell our product, that is all."

About the future, Paul is bubbling. And this sparkling personality can't fail. Without an advertising agency, this bundle of energy has most of the knitted creations designed in his own "shop," handles all advertising, sales promotion and marketing research within his own department. Currently, he's involved with implementing an IBM tab card system into a newly-developed division which sells shirts. This is a "pilot" to see how well electronics can do the job of list handling, inventory and sales analysis.

We'll get this story for you when we lunch together again in 1960. ●

# MEET "WILLY THE JANITOR" A CONTEMPORARY OF s. mouse



LAST JUNE *The Reporter* published the story behind a zany letter campaign . . . which publicized S. Rose, Inc., Cleveland office equipment distributors. The letters were written by a resourceful rodent . . . named "s. mouse." His series went on to become "Tops In Letter Campaigns" in DMAA's '57 Direct Mail Contest . . . and established s. mouse as one of the best comical copywriters in the business. (See "Nobody Can Compete With A Mouse," page 26, June '57 *Reporter*.)

LAST WEEK COUSIN CHARLIE MADE \$342

Charlie sells ear muffs. Only trouble is, he wasn't selling any. Oh, Charlie's ear muffs are good enough alright, it's just that the store location is phooey. Too far off the beaten path.

So Charlie runs to me and screams - Nobody knows I sell ear muffs. Here it is dead of winter and thousands of little ears are freezing. These ears are my customers!

Then he sobs - How can I get inside those ears? Tell them that I, Charlie, can make them warm. Sell them my ear muffs.

Advertise, I say.

How? he cries. Who can afford television? And newspapers? Fah! Who pays attention to my teeny ad?

So then I tell him about MERIT MAILERS.

I am a janitor in this place, I say, that has every house in New Jersey on these little plates. Speedumat plates they call them.

Then Charlie ~~says~~ asks what I mean by houses on plates. He wants to sell people. Houses don't have ears.

I laugh. Charlie, you baboon, people - they move, they marry, they die. We mail to houses and that way whoever is inside the houses, they read your letter. My Boss, Lou Peck, he mails for big outfits all the time. They come to him because he's the only one with what they call a complete state occupancy list. Its complete, up-to-date, 100% accurate.

AND THESE SMART BUSINESSMEN COME BACK BECAUSE DIRECT MAIL PAYS OFF.

So, Charlie, if its good enough for these foxy guys, you try it.

That's how Cousin Charlie makes \$342 in one week. And if direct mail can sell that many ear muffs for Charlie, think what it can do for you.

No...don't just think about it - call my Boss, Lou Peck, ORange 2-3900. Or even mail the little post card we've enclosed.

Well you'll profit by it!

respectfully

Willy

P.S.  
next time I tell you about Aunt Sophie. She called me a liar.

MY BOSS FIRED THE COPYWRITER!

That's right. Threw him out on his ear. Told him his janitor could write better sales letters than the ~~nameless~~ stuff he wrote.

In his janitor. Willy. Now besides everything else I got this crazy writing job too. You think I know what the Boss wants me to tell you? Like fun I do. So I ask him. You know what he tells me. Listen this.

He says - Don't be a pansy like that idiot I just fired. ~~For~~ Come right out and tell them MERIT MAILERS (that's my company-therefore the capitals) can make a bundle of cash for them.

Tell them smart retailers promote by mail nowadays. Tell them we're sending out occupant mailings/for New Jersey's largest food, furniture appliance and apparel stores. Every week! Tell them these businessmen are shrewd people...they've discovered direct mail gives them the greatest return, the greatest profit for their advertising buck.

Then he says - Don't beat around the bush. Explain occupant mailings. Tell them nobody but MERIT MAILERS has every home in New Jersey on fast-address Speedumat plates. Tell them they actually can pick their prospective customers from this exclusive up-to-date occupant list and mail only to them. They get complete coverage. No wasted circulation.

And never mind the modesty, he says. Be honest. Tell them MERIT MAILERS is the largest, best equipped, most experienced direct mail service organization in New Jersey. Our occupant list is the cleanest, most complete, most accurate. And don't forget to tell them we're not looking for air-tight contracts. Our service is our contract.

Then when you're finished, say goodbye. We're writing to busy people and we don't have time to be fancy. But don't worry, Willy, they're smart cookies. When they discover we can make big money for them, they'll...

Whoops! Sorry. I got to go now. Foreman tells me fuse blew on third floor.

But remember what my Boss said. And if you think he gave me an earful, call ORange 2-3900 and let him give you the business. Ask for Lou Peck. Or even you can send us the post card we've enclosed. (After all, we pay the postage.)

Respectfully

Willy

P.S.

In my next letter I tell you about Cousin Charlie. He sells ear muffs.

Now we've discovered s. mouse has a contemporary. He's "Willy the Janitor" who, like s. mouse, knocks out sales letters late at night . . . after the boss goes home. When Willy isn't pecking at the typewriter with two fingers, he wields the broom around Merit Mailers lettershop at 26 Sterling St., West Orange, N. J.

"Pecking" is a significant description for Willy's letter typing. Strike-overs, bad spelling and all are condoned by MM president Lou Peck. As Willy began his first letter: "My Boss fired the copywriter! Told him his janitor could write better sales letters than the stuff he wrote."

Lou Peck denies that he himself is behind Willy's letter writing identity. "Willy," he says, "is a real clean-up copywriter." President Peck proved it by results of the janitor's convincing jottings (mostly about Willy's relatives . . . Cousin Charlie, Aunt Sophie, etc.). During the past six months, Willy's periodic letters mailed to 5,000 prospects (mostly industrial concerns) have brought a host of new customers for the lettershop.

Two of Willy's twilight writings are sampled here . . . just as they are mailed to the list. Originals are produced on plain canary copy paper, with no letterhead. But who needs to get fancy? Like the Boss told that copywriter, his janitor could write better sales letters. . . .



IS THIS  
THE RECORDING  
WE MADE  
YESTERDAY?



THERE'S AN  
EASY WAY TO  
AVOID THESE  
"MORNING-AFTER"  
SITUATIONS...



When you record your original on a multi-channel machine you capture the various important instruments and solists on separate but synchronized sound tracks. Later, after the talent has gone, you can balance out these recordings until you get just the effect you and your client want. Then record your commercial master.

Sound promising? It's only part of the story! Call us toll free now as Ampex Multi-Channel Recorder may give you and your business a new lease on life. Send us the reply card — today!

*Ampex Corp. got real readership and fast response with this series, as...*

## SOPHISTICATED "LIGHT TOUCH" BRINGS 40% RESPONSE WITHIN TWO WEEKS

THE 900-PLUS professional sound recording studios in the country are prime prospects for the precision tape recorders manufactured by Ampex Corporation of Redwood City, California. Of special interest right now is Ampex' board line of multi-channel recorders for recording and duplicating stereo tapes.

To reach these key prospects, Ampex' agency, Boland Associates of San Francisco, prepared this series of four mailers. Each of the first three highlighted particular advantage of owning an Ampex multi-channel recorder. The fourth, and last, told how easy it is to buy one through various payment plans available.

Each of the folders was mailed in an envelope with a coded reply card, one week apart. The card offered fur-

ther information about any of the various recorders, booklets on the techniques of multi-channel recording, details on financing—or the choice of having an Ampex Representative call.

In developing this particular mailing series, the agency used a sophisticated "light touch," letting artwork set the stage and create interest... with a quality feel from the folders Hamilton Andora Text stock. Brief inside copy was eloquently to the point. The same reply card, with code changes, was used for all mailings.

Among the enthusiastic returns were several requests for copies of the artwork. Response was immediate and big. Returns started within two days. Only two weeks after the fourth folder was mailed, a full 40% of the audience had replied. •

WHY NOT?  
WHEN YOU CAN  
MAKE IT PAY  
ITS OWN WAY

ME  
BUY AN  
AMPEX



Seriously, you don't have to be in or over a hurry to want to conserve operating capital. That's just good business. And the Ampex "Pay-As-You-Go" plan lets you do just that. Simply select the recorder that meets your needs, then ask to have it put on this convenient payment plan... just let it start working its way the very first day.

For everything you need or want to know, just send us the postage-free reply card — today.



PAID  
First Class  
Permit No. 101  
Redwood City  
California

POSTAGE WILL BE PAID BY  
AMPEX CORPORATION  
152 Charter Street  
Redwood City, Calif.





YES!



Seriously, an Ampex Multi-Channel Recorder will let you take on any sound recording assignment... jobs a single channel machine can't handle.

The growing market for STEREO recording is, of course, the most obvious. But keep you ever hooked into the multi-channel techniques of MASTERING RECORDABLES... techniques that can save you time and money. They include the SPEC'AL ASSIGNMENTS that require two or more separate but synchronized recordings on a single tape... for industries, schools and colleges, theatrical groups and others.

All the other jobs are recorded.

AMPEX

## Complete Control

Ampex Recorders, equipped with multiple heads, enable you to record two or more separate but perfectly synchronized channels on a single tape. To you, the professional recordist, this means complete control.



## Ampex Multi-Channel Recorders

## Ampex Quality

High standards, attention to detail and master craftsmanship have created multi-channel recorders of unmatched performance. Ampex uncompromising attention to quality assures you of superb uniformity — part to part, recorder to recorder. It is this uniformity with unmatched performance that has made Ampex Recorders the Standard of the Industry.

Unrelated recorder is a multi- of jobs, from



### When recording...

With a multi-channel recorder you can bypass the usual two-channel problem of having to achieve final balance during recording and then during costly re-recording sessions. Use your manual recording meter setup to get a balanced, good recording, and find these separate meter groupings to separate tape channels.



### Control the balance...

Later, in your final editing and mastering sessions, adjust the individual tape channel critically and of course exactly right settings. You can master the recording meter separately with a variety of balance... to suit your self or the client. You are always in complete control.



### Control the character...

You can also create exactly the character of sound you want from each channel in the unobtrusive dubbing session. Treat the separately recorded parts independently. Experiment and choose special, even bizarre effects through equalization, filtering, or other. You are in complete control.



### A stereophonic recorder

The "high-fidelity" demand for stereo sound has created a tremendous need for recorded material in this stereo medium. Musicians are wanting every device for commercial tapes for home and radio. And the same multi-channel recorder used to control balance and character also puts you in position to record stereo.

### Versatile recorder for special assignments

Flexible multi-channel capabilities let you record and play back two or more separate but synchronized channels, such as in a stereophonic plus a monophonic recording. Or music and voice plus and using for final direct final production. The possible uses are virtually unlimited.

## SELSYNC?



**SELSYNC** (self-synchronizing) Recording, Mean, 1. A way of controlling each recording channel in a multi-channel recorder independently of the others. Makes it possible to (a) record the various channels simultaneously or in any combination at one time; (b) to erase one channel without affecting the others and re-record in perfect synchronization; (c) to add new recordings to those already on the tape but on channels not previously recorded. 2. A system that makes it possible to record voices in separate rooms or at different times from orchestral accompaniment, but in perfect synchronization. 3. Permitting either "bulk" to be corrected later without re-recording the entire recording assembly leads for smoother "take". 4. Found only on Ampex Multi-Channel Recorders.

\*See also in the Record or Website.



- ☐ Send me the Engineering Department Bulletin containing technical details on Multi-Channel Recording.
- ☐ Send me the Brochure covering highlights of multi-channel operations and recording features.
- ☐ Send me price details about various models.
- ☐ Send me price on new developments.
- ☐ Send me literature about your "Paper Discs" system.
- ☐ Send me representative photo for an appointment.

AMPEX CORPORATION

682 CHARTER STREET • REDWOOD CITY, CALIFORNIA  
New York, Chicago, Dallas, Los Angeles, Seattle, Washington, D.C.,  
Miami, San Francisco, Toronto, Representative in New Zealand.

*Saluting the 25th Anniversary of The Life Insurance Advertisers Association, an experienced practitioner traces the development of direct mail as a tool of insurance sales management and sales motivation. An authoritative tribute to . . .*

## THE 25 YEAR GROWTH OF INSURANCE DIRECT MAIL

### HOW THE LIFE INSURANCE ADVERTISERS ASSN. HELPS TO IMPROVE DIRECT MAIL STANDARDS

by Morgan S. Crockford  
LAA President  
Excelsior Life Insurance Co.  
Toronto

The Life Insurance Advertisers Association is a professional 25 year-old organization devoted to direct mail public relations, sales promotion, as well as advertising. It has 431 individual members from more than 200 legal reserve life insurance companies in the United States, Canada and several foreign countries.

An important purpose of LAA is to elevate the standards of life insurance advertising, direct mail, sales promotion and public relations. This is accomplished through a full program of activities conducted continuously throughout the year.

Each month the association members receive *The Life Advertiser*, a publication designed to keep them informed of LAA activities, news about members and trends in the business. Four regional Round Tables are held in the Spring. The pattern of these two-day meetings is to encourage open discussion with broad participation on subjects of specific interest and importance to the marketing functions of life insurance companies. Workshops featuring a particular communications skill such as direct mail are sponsored by LAA. Enrollment is limited to a small group of people new to the field. A Sales Promotion Workshop, including classroom and seminar instruction, is scheduled for this Spring in Hartford, Connecticut. The faculty is comprised of experienced LAA members and experts from outside the life insurance industry.

An important feature of the association's annual meeting to be held in Montreal this year (in October) is a competitive exhibit of life insurance advertising direct mail, sales promotion and public relations material. More than 500 individual exhibits are usually entered in 16 classifications. A committee of judges from outside the industry selects the outstanding entries.

by John H. Warner, Advertising Manager  
Aetna Life Insurance Co., Hartford, Conn.



**Reporter's Note:** Most everyone in direct mail knows insurance companies are among the oldest and most consistent users of the medium. But many may not know that more than 400 promotion professionals in over 200 companies belong to an organization called The Life Insurance Advertisers Association. Celebrating its 25th anniversary this year, LAA has been largely responsible for both improvement of overall insurance advertising and aiding the tremendous growth and popularity of direct mail in the insurance field. To mark the quarter-century milestone in the association's own development, LAA member Jack Warner has authored this brief but interesting history of insurance direct mail for Reporter readers. Jack is a well-known member of the Direct Mail Advertising Association Board of Governors. He joined Aetna Life Insurance Company in 1946, and became advertising director in 1957. Whether you're in insurance or not, you'll find his article a stimulating summary of how one industry discovered and developed direct mail into a powerful sales management tool.

**F**EW ASPECTS OF LIFE INSURANCE advertising and promotion can be easily or as interestingly documented as can direct mail activity. This year, the Life Insurance Advertisers Association celebrates its 25th Anniversary.\* During this quarter-century of the association's growth and progress, direct mail advertising has earned a major place in the advertising programs of nearly all life insurance companies.

While few life insurance companies can claim the status of "million letter mailers," the mailing activity supported by the life insurance business as a whole represents a prominent part of the big overall direct mail picture in this country. Direct mail has become so firmly entrenched in each company's sales philosophy that new insurance firms now coming into existence consider the development of a direct mail program a basic necessity.

#### Individual D. M. Development

Twenty-five years ago, the picture

was quite a bit different. There were few direct mail programs sponsored by home offices, even for full-time career agents. In those days direct mail was largely carried on by the individual salesman or by the local branch office.

The accomplishments of important sales figures of that era, through their own ingenious use of direct mail, produced millions of dollars worth of life insurance a year as a normal sales volume. And it soon fixed the attention of home offices on the value of direct mail as a means of sales development. In those early days, much of this direct mail (which later came to be sponsored by companies) represented direct "pick-ups" from that which had been created and used successfully by field men.

Almost every company can search through its files going back twenty to twenty-five years and find copies of the famous "Red Diamond" letter which begins, "A businessman asks. . . ."

But no company can trace back

to the originator of the famous "Date of Birth" letter which begins: "Would you mind giving us your date of birth?" Its origins are lost in the conflict of claims and authorship. But it is still used with amazing results today.

#### Suppliers Grew With "Specific" Needs

Many organizations catering to the direct mail needs of life insurance companies also got their starts with initial sales of materials and services to local agencies. Later, as home offices began to assume responsibility for direct mail programs, these companies moved upward with the trend.

As the direct mail function of the home office became more complex, more and more reliance came to be placed upon these "outside" organizations. Advertising and sales promotion departments turned to these specialists to bring new life to existing programs, or give essential initial momentum to programs being estab-

lished.

What the companies had originally considered the major forms of "direct mail"—booklets, leaflets and folders—soon became subordinated to the type of message directed to a *specific* prospect, expressed in terms of *specific* benefits, and asking for *specific* action upon the part of the recipient.

#### Gift Item Attraction

The universally accepted technique by which life insurance direct mail today accomplishes its objective is to combine an offer of a gift with an offer of information. Designed to increase response to mailings and give the salesman additional opportunities to see and sell prospects, these gift items now cover a wide range.

At one time all companies specifically centered their thinking on pocket memo books. Tradition awards the discovery of its effectiveness to Fidelity Mutual. And, as far back as most LAA men can remember,

Phoenix Mutual offered an automatic pencil in its letters. Both items are still in active use today . . . encouraging a direct mail response which has sold millions of dollars worth of life insurance.

#### Cost Sharing "Sells"

Early direct mail efforts sponsored by home offices were created as "give-aways" to the sales force.

However, it became evident that the salesman had much more appreciation of the value of the effort and the support it could give him when he was charged a nominal fee for the mailings released in his behalf. Thereby was developed the practice of charging the salesman for a portion of the overall cost. Today, most home offices subsidize the program to the extent of about 50% of the overall cost, with the salesman paying for the balance.

Almost every company today measures the worth of its program by the participation of its salesmen. The general feeling is that, if the salesman is willing to spend his time and his money on an activity designed to help him sell . . . the proof of its worth to him lies in the amount of use he makes of it.

#### Potentials & Limitations

In effect, life insurance salesmen are customers for the direct mail product created for them. The home office has to make sure they know it is good, that they are educated to its proper use, and that they eventually realize tangible benefits in the form of commission sales.

To bring about this result, the companies have created positions in promotion, advertising, and agency departments to handle this "selling." Every company has a man or woman, experienced in the sales problems of the agent, whose function is to keep the direct mail "ball" rolling. These experts recognize the basic values of direct mail as a sales aid. They know its potentials as well as its limitations:

- It can produce "automatic" prospecting activity . . . but it cannot replace referred leads and other accepted methods.
- It can place the salesman in a selling position . . . but it cannot make the sale.
- It can produce a response . . . but it cannot do the whole job of selling the interview.
- It can produce an almost predictable rate of reply . . . but it cannot develop prospects any better than the quality of the names submitted.

(Continued on Page 44)

### GOOD EMOTIONAL APPEAL COPY IN LIFE INSURANCE DIRECT MAIL

In addition to its famous "Red Diamond", "Date of Birth" and other types of letters, over the years life insurance direct mail has produced an abundance of good emotional appeal copy. Typical is this "Devotedly, Dad" copy in a self mailer currently being used by agents of Massachusetts Mutual Life Insurance Company, Springfield, Mass.

Dear Son:

When I was a little shaver about your age, my father did something for me that becomes more important every year that I live.

He did not tell me about it until I had finished college and was ready to make my own way in life. About that time I got married, and the next year Mother and I welcomed you to our hearts and lives. Life suddenly took on new meaning, and I understood the importance of what my dad had done for me.

He had bought a life insurance policy for me, in my name, on my own life and had made all of the payments until he turned the policy over to me. Now I take care of them, and they are a lot less than if I had had to buy the insurance for myself after I was grown. That's not all -- the policy is worth more and more every year if I ever need to use the saved-up dollars for an emergency.

As my dad said, the cost of life insurance goes up every year before you buy it and down every year after you buy it, and the time to buy is when you are healthy and can get it.

When you are grown up and married, with a little shaver of your own, you will need life insurance as I do now, as every dad does, to take care of your family if you do not live long enough. So, following my father's good example, I have bought some life insurance for you. I'll make the payments for you until you are on your own, and then you can take over.

Your life insurance will give you a sense of pride, self-respect, and independence that nothing else can. You can use it to back up a loan to start your own business or to buy a home. It will always be a fine character reference for you.

Looking a long way ahead, if you love to be as old as your grandfather is now, the life insurance I have bought for you will pay you money every month for the rest of your life.

You may be tempted many times to drop your insurance or cash it in, but don't do it. You would regret it the balance of your life. Keep it and add to it every time you possibly can, particularly while you are a young man. Remember, life insurance is saved-up dollars. It's money that grows and pays off when money is needed most.

Good luck, Son.

Devotedly,

*Dad*





"At ViBo Farms we raise rock cornish hens, pheasant and children. The children we do not sell. We have only five."



"What did I know about breeding hens when I started in mail order? Nothing. The hens themselves already knew all about it."



"Everybody likes to write to us at ViBo Farms. We even had a complaint one time."



"I think many advertisers take themselves too seriously with this business of 'creating copy.' But this motivation research business certainly is creating. Particularly jobs."



*A behind the scenes report of how "Borge Is For The Birds" ...*

## VICTOR BORGE'S "COMEDY IN MAIL ORDER"

by Dudley Lufkin, Field Editor



VICTOR BORGE, the lovable great Dane who has won millions of loyal friends with his *Comedy In Music*, is winning even more these days . . . with his comedy in mail order.

As countless Borge fans in America and Europe well know, Victor is perfectly at home whenever and wherever he's at a piano. But between busy concert tours and TV shows, he's literally at home on his sprawling 400 acre farm in Southbury, Connecticut. Appropriately named ViBo Farms, Victor's vista is complete with grand piano; beautiful wife, Sanna; five adorable children . . . and a million rare and succulent Rock Cornish Hens.

While the piano creates some of the most memorable comedy material for show biz . . . the hens create some of the most mouth-watering products for mail order biz. And while Victor's first business interest certainly needs no explanation, his second he explains by simply telling the world:

### "Borge Is For The Birds"

This mail order headline is typical of the delightful Danish wit sprinkled throughout most of ViBo Farms' smart-looking poultry promotion. It

also explains why ViBo has spread its wings in just a few short years to become one of the biggest and busiest sellers of fancy birds by mail.

Borge has always had a personal yen for the hen. But when he came to America about 20 years ago, he found the very rare squab chicken was very rare, indeed. A fellow from Denmark couldn't hardly get them no more . . . except in a few choice restaurants at some very choice prices. So to pamper his palate after a hard day of pampering the piano, he decided to raise his own birds.

As the Connecticut chicken colony began to grow, Borge began making his fine feathered friends available to his show business friends. Soon Borge's birds were getting feature billing on the menus of swank celebrity spots such as "21", Le Pavillion, Sardi's, The Waldorf, etc. (Favorite Rock Cornish Hen recipes of all these restaurants are now a prominent part of ViBo Farms promotion.)

### A Bird's Nest Of Busy Activity

Five years ago, ViBo began selling the birds direct by mail . . . to "fowl-fancying gourmets who want the best dinner yet." Today, the plush pine-paneled offices of ViBo's remodeled





ViBo Farms mail order promotion is sprinkled with the same of subtle, good natured, yet sophisticated appeal that has won countless friends for the music-comedy performer. The "Borge Is For The Birds" folder above, was adapted from a one column space ad which also won Playboy magazine's award for "outstanding mail order advertising of the year."

barn headquarters are a busy bird's nest of promotion and sales activity . . . marketing not only hens, but geese and pheasant as well.

General manager of ViBo Farms is Allan B. Altman, a former Best Foods, Inc. executive who has helped Victor with ViBo marketing and merchandising from the start. And in recent years, he has been instrumental in obtaining supermarket distribution . . . another growing wing of ViBo's overall bird sales.

Dorothy Belcour, formerly with Harper's in Boston, is manager of ViBo's Gift and Direct Sales. Her direct mail job includes constant list, copy and format testing . . . all designed to crack some of the tough cost problems which naturally exist in selling fancy but perishable fowl by mail.

One problem is shipping. The beautifully packaged Rock Cornish Hens must be packed in dry ice, which makes their distribution west of the Mississippi more costly. And with 18 different gift packages ranging from \$8.50 to \$35.00 (average is about \$12.00), mailing pieces must be created with utmost attention to fine-tuned list selection.

Pin-pointed letters and folders to executive lists, etc. have produced some impressive mail order sales for

ViBo. But through testing and upgrading, Dorothy is determined to someday find the "prize promotion package" which will bring a bigger bonanza of bird orders.

#### Cutting Capers In Capon Copy

The most impressive part of ViBo's

mail order promotion is Victor Borge's own talented touch. His sales philosophy has the same subtle, good natured and amusing appeal as his famous one-man act.

When he's wearing his ViBo promotion hat, Victor loves nothing better than to cut capers in his capon

Victor Borge's busy schedule includes frequent mail order copy conferences with ViBo Farms' general manager Allan Altman, left, and gift and direct sales manager Dorothy Belcour. More often than not, Victor's famous wit turns these meetings into a side-splitting editing session . . . responsible for turning out most of the Connecticut farm's clever, light-hearted copy. Borge's blue pencil touch has contributed everything from a sassy poetic take-off on "Old Mother Hubbard" to the award-winning headline: "Borge Is For The Birds."





ViBo Farms Rock Cornish Hens are beautifully packaged in preserving dry-ice . . . and come complete with attractive pine sprig packing and Victor Borge's special recipe book.

copy. For example, a 10 to 12-minute cooking time instruction in his favorite recipe is explained: "Play the 'Minute Waltz' 10 to 12 times." For 35-minute timing he says: "The 'Dance of the Hours' played half through will come in handy, if dragged slightly.

"If this isn't clear," he adds, "the best thing is to forget about the whole thing and go to your mother-in-law's

for dinner."

Borge's quipish copy is used in both direct mail and space advertising . . . designed by Sudler & Hennessey, Inc., ViBo's agency in New York. The combination of soft-sell and smart, sophisticated design not only wins friends and customers for ViBo, but also awards.

The "Borge Is For The Birds" ad, for example, was one of the first

winners in Playboy magazine's current national contest to select best looking mail order advertising. (Both Allan Altman and Bernard Turok of the agency were on hand at New York Direct Mail Day on May 15th to receive the honors from Playboy promotion manager Victor Lowmes III.)

### Some Dickens With The Chickens

From the concert stage to capons, Victor Borge is a talented artist and businessman who knows how to win an audience. His mastery of timing and delivery has helped him develop a big mail order bird market. But more important has been his keen knowledge of audience reactions.

One of his friends once remarked, "When Victor isn't raising the dickens, he's raising the chickens." But we think Victor Borge knows that ViBo customers want and appreciate some of his dickens along with his chickens.

That's why Victor Borge's comedy in mail order, like his *Comedy In Music*, should have a long and successful run, indeed. ●

## SHIRTMAKER TO THE STARS ★ BETS HIS SHIRT ON MAIL ORDER

EIGHT YEARS AGO, Lew Magrim opened a retail shirt store at 830 7th Avenue, in the theatrical district of New York. He started creating a newsletter containing show business items, and promoting his "conversation creations in men's fashions."

Lew's creations and copy about them have since established him as "Shirtmaker to the stars." His customers include a roster of show business celebrities from Steve Allen to Paul Whiteman.

Recently, the fancy shirtmaker took to mail order . . . with a fancy and expensive portfolio-type catalog created by Harold Miller Advertising and printed by Circulation Associates, both of New York. Each exclusive shirt item was presented in "loose leaf" style, with handy order form on the back of each sheet for easy ordering.

The first catalog was mailed to Lew Magrim's list of 8,000 customers and prospects . . . personally compiled by the shirtmaker. Results have been tremendous, says Lew . . . and he's now back in the mail with a bigger second edition. ●





The finest papers are made with cotton fibers. Selected cotton fabrics, carefully processed, add all the definitive characteristics of crispness, opacity, durability to **Rising's** famous lines of cotton fiber papers. Each spotlessly clean sheet is the result of a combination of the skill and pride of the experienced papermaker, and the unremitting standards of modern quality control techniques. Specify Rising for the uniform weight, printability, consistent quality... and "write-ability"... of **"Fine Paper at Its Best"**.



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RISING PAPER COMPANY, HOUSATONIC, MASSACHUSETTS



# *Elliott* ADDRESSING MACHINES

offer you the only competition  
you can find in the Addressing  
Machine industry.

Consult your yellow telephone  
book or write to The Elliott  
Addressing Machine Co.,  
127 Albany St., Cambridge  
39, Mass.

## Direct Mail Suppliers . . .

Offset duplicator, paper,  
ink and other graphic arts  
suppliers serving the commercial  
direct mail industry can  
give their sales staffs an extra  
four days off in September . . .  
and mark up more sales.

**HOW?** By signing up for the  
37th annual Mail Advertising  
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**WHY?** Because their best  
customers . . . owners, production  
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staffers of direct mail shops  
. . . are coming to them . . .

At the Chase-Park Plaza Hotels  
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Reserve exhibit space now by  
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## THE POSTAL RATE FIGHT — A RECAPITULATION AND A PREDICTION

by Harry J. Maginnis  
*Executive Manager  
Associated Third Class Mail Users*

Starting August 1st postal patrons will have to pay higher rates of postage. Increased postal charges will total \$547-million annually. Business users of the mail presently pay 80% of all postal revenues, a whopping \$2,500,000,000. The new half-billion dollar assessment comes during a business recession and will be difficult to absorb.

The REPORTER will continue to inform its readers of new and better uses for direct mail advertising. In many, many cases profits will be eliminated unless business mailers find ways to pay the new rates and, at the same time, increase sales. Others will have to shoulder the burden of discovering and reporting on more productive direct mail advertising methods. That subject is outside my bailiwick.

I should like, however, to caution one and all not to assume that the postal rate fight is a closed book. The issue will be very much with us not only in the coming 86th Congress but in all sessions of the House and Senate which follow.

In February 1956 I reported in these pages:

"There may be rate hearings in 1956. If so, we are ready to present our case. We have not always been so ready as we are now. Yet, we are not as organized as we should be. We have not yet achieved in the Congressional forum that dignity which direct mail advertising has earned elsewhere and which it deserves to have emphasized in Washington."

Of course, there were rate hearings in 1956 just as there had been in 1953 and 1954. Postmaster General Summerfield set up shop on Capitol Hill. After losing the battle in the 84th Congress, he reorganized his forces and appeared before the House and Senate postal committees in 1957 just after the 85th Congress convened. The Congress finally, after 5½ years, approved the increases the Department had so long been seeking at the expense of postal progress, employee morale and public service.

In Mid-December, 1957, Mr. Summerfield decided that by tying the politically-potent postal workers' pay bill to his rate bill the enactment of a 5¢ stamp for first class mail could also be achieved. Only in this latter

ambition did he fail. Yet there is no reason to believe that he has disbanded his battalions or abandoned his belief that the 5¢ first-class rate is possible, with further rate increases in other mail categories.

When President Eisenhower signed the new rate Act, he remarked that the Post Office modernization program would not proceed in the face of Congress' failure to enact a five-cent stamp. The President asked that "Congress promptly reconsider its action in this respect so that the program can go forward." He further stated that the "rate increases fail by several hundred million dollars to bring the postal accounts into balance." He denounced the policy features of the new rate Act, commenting that the ear-marking of free and subsidized items and their removal from the postal deficit is "contrary to every sound management principle."

In a word, the Administration is not too happy about the new rates and will be asking for further hikes next year. Which should make merriment a rare commodity!

We must remember that the Presidential message was drafted by the Postmaster General. And while we have had occasion to disagree with Mr. Summerfield on a number of occasions, we have never contended that he pursues a cause lethargically.

If he is still on the Washington scene in 1959, the Postal Chief will be striving mightily for further rate increases and the revocation of the excellent policy section contained in the new rate act. He will have the support of many Congressional friends in this undertaking.

I made a further observation in my February 1956 REPORTER article: "Direct Mail users and their suppliers cannot expect that somehow, somewhere, their problems will be considered sympathetically in the legislative forum unless they intercede personally or through an authorized spokesman. It just doesn't work that way."

Nothing has happened in the past 30 months to prompt changing a word of that opinion. On the contrary, we have seen positive results of the work done by individuals through their Representatives and Senators. The revocation of the totally illogical man-



datory zoning order of 1957 was the result of thousands of you descending on Washington, by letter, telegram, phone call or in person.

Here was an administrative order which would have sanded the gears of a great industry. Economic havoc was averted when just about everybody got into the act. Had everyone sat back complacently, however, there is no telling how far the mandatory zoning order might have gone. Unfortunately, this concerted outrage over a horrible inequity was not duplicated on the rate and policy issues.

While it is true that a good many of us were active day and night trying to stave off the unreasonable \$25.00 per thousand bulk rate finally signed into law, we were a skeleton force at best. Had there been a cohesive force such as that which emerged during the mandatory zoning fight, the increase probably would have been limited to \$20.00 per thousand.

The fight which direct mailers did wage produced some gains. Summerfield wanted the \$20.00 per thousand rate to go into effect on July 1st of this year, the \$25.00 per thousand rate a year later. We convinced the conferees that it would soften the blow considerably if the first half-cent increase were deferred until January 1, 1959, and the second half-cent until July 1, 1960. Each mailer can determine for himself the loss he will avoid as a result of that action.

More important, perhaps, was the economic impact language written into the rate Act. This section deals with third class bulk mail and provides:

#### STUDIES AND REPORTS WITH RESPECT TO THIRD-CLASS BULK RATE INCREASES

"Sec. 209(a). The Secretary of Commerce and the Administrator of the Small Business Administration each is authorized and directed to initiate and conduct, through the facilities and personnel of his Department or Agency, as soon as practicable after July 1, 1959, a separate study of the increases in the rates of postage in third-class bulk mail matter under the amendments made by Section 205 (3) (A) and (B) of this Title, in order to determine the effect of such increases on small business enterprises and on the users of the mails and the national economy generally.

"(b) The Secretary of Commerce and the Administrator of the Small Business Administration each shall submit to the Senate and House of Representatives on or before March 1, 1960, a separate report of the results of the study conducted by him under sub-section (a) of this Section, together with such recommendations as may be necessary and appropriate."

In a Senate floor speech, the Senate Post Office Committee Chairman, Olin D. Johnston, commended the study to his colleagues in the follow-

ing words:

"There was real concern among the conferees over the effect third-class bulk rate increases might have on small businesses of the Nation. For this reason the conference agreement authorizes and directs the Department of Commerce and the Small Business Administration to make separate studies of the matter after the first increase and prior to the second increase so the Congress can take remedial action should it be deemed necessary."

The ranking Republican on the Senate Post Office Committee, Senator Frank Carlson of Kansas, echoed the sentiments of his chairman when he said:

"Our distinguished chairman has also discussed the third class rates, and has stated that they might have an effect on our economy at the present time, when a recession exists, because the third class mail is business-builder mail.

"It seems to me that the conference report, in providing for an impact study with respect to the bulk third-class rate, has much merit. It must be remembered that direct-mail advertising is one of the principal selling tools of tens of thousands of small-business firms. The \$20 per thousand rate will go into effect January 1, 1959. If we find that the further increase to \$25 per thousand on July 1, 1960, would have an adverse effect, the Congress can take action to avoid hardships. I may say that the 2½-cent minimum piece rate approved by the conferees represent a 150-percent increase over the rate in effect in June 1952. That is a substantial increase in anyone's language."

This built-in safety valve will be of no use to the direct mail fraternity unless we respond to the challenge. As Senator Carlson points out, the \$25.00 per thousand rate represents an increase of 150% over the rate in effect on June 30, 1952. If ratios alone were the deciding factor, even the most prejudiced person would see the inequity of hiking first class 33 1/3¢ while clobbering its stepbrother, third class, with a 150% increase. Yet there are more important factors to consider. If the Administration is sincere in its desire to bolster the economy by increasing the sales of goods and services produced by American labor, it may want to ponder the wisdom of dulling, possibly destroying, the outstanding sales tool which direct mail advertising represents.

Heretofore, the Small Business Administration and the Commerce Department have refused to investigate our claims. Under the force of legislative directive, however, neither agency can further delay a full and searching study of direct mail's contribution to a healthy American economy. Help them we will. The full cooperation of the entire direct mail fraternity in this undertaking will insure the preparation and submission of an informative and useful report.

## MEMO TO PREMIUM MANAGERS AND MAIL ORDER LIST OWNERS

We'll pay you cash for your box tops or inquiry letters.

The publishing industry needs good mail order names.

If you have 25,000 or more premium requests in your possession, we are interested.

Many well-known national advertisers have found it profitable to sell us their names. Why not you?

Just drop a note telling us how many you have on hand and enclose sample of advertising material which produced the names.

## ACTIVE MAIL ORDER LIST CO.

241 Lafayette Street  
New York 12, N. Y.

Phone Walker 5-2450



## DMAA CONVENTION

September 10-11-12  
ST. LOUIS

# DON'T RIP- ZIP!

ZIP-OPENERS offer extra convenience and impact... get attention, action and provide "opening insurance."

ZIP-OPENERS tie in with catchy copy leading to the string... and have actually increased returns as much as 20%!

Let this latchstring bid welcome to your message.

Send for free brochure and samples.

the  
**Connelly**  
Organization, Inc.

1010 Arch St., Phila. 7, Pa.

Market 7-8133

Direct Mail and Mail Order

## COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

**ORVILLE E. REED**

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards... Dartnell Gold Medal... Editor of IMP, "The world's smallest house organ"

### ART BY SPECIAL DELIVERY

Need creative art to spark your basic idea and make your advertising sales-producing? Then send us copy and rough... and our staff of 4-A artists will send you a comp. that will provide the "merchandising and sell" you must have to make those space and direct mail ads sparkle. Our staff is made up of men who have top jobs but want extra money. Reasonable rates... 24-hour delivery. VIEWPOINT 152-11-76th Rd., Flushing 67, N.Y.



# "Reed-able Copy"

*A Monthly Clinic Conducted by Orville Reed*

I'm going to use a dirty word. Hold on. Here it is. JUNK MAIL.

There's a lot of it around. But the junk mail I'm talking about isn't the same kind of junk you hear so much about.

JUNK in direct mail that worries me is the JUNK COPY used in mail order.

What's happened to old-fashioned honesty? Has it given way to unsupportable brags, open end comparatives, half-truths, calling something FREE that isn't?

Seems to me there are a lot of mail order people using JUNK COPY when good, solid, reason-why, here's-what-it-will-do-for-you approaches would bring in more orders. But very few seem to have any faith in straight selling any more. They've gotta trick it up with phony offers, hurry-up-before-supply-is-exhausted mumbo that no one believes the minute he sets his eyes on your letter or mailing.

You think I'm biting the hand that feeds me? Sure, I make my living writing direct mail and mail order copy. Maybe I can help all of us by bringing out in the open examples of how confidence in mail order selling is being torn down by the very people who should be interested in building it up.

What do mail order cliches really mean? Let's extend a few of the junk mail order phrases to complete their meanings:

1. ACT NOW because we need the money. I gotta make this mailing pay its way or the boss is going to be hard to get along with. We've got plenty of the stuff on hand. You don't have to act now—really—it's just mail order talk.

2. THIS OFFER GOOD FOR A LIMITED TIME but don't ask me why. Between you and me you can get the same deal whether you order today or a week from next summer.

3. ALL YOU HAVE TO DO IS ENCLOSE THE ACCEPTANCE FORM. Oh, I almost forgot. Better send the \$3.95, too. Yes, I know I said ALL YOU HAVE TO DO, etc. But you've read mail order letters before. You know what I meant. Don't be difficult.

4. ACCEPT FREE 8 CANDID REPORTS ON HOW OTHER LEADING COMPANIES ARE MEETING THEIR MANAGEMENT PROBLEMS. Why did you write asking for the free reports I offered in my letter? We can't afford to give stuff away. Printing costs money. Don't you know nothin' about mail order? Read the second page of the letter. The second page, I said. See? There it says you can get the reports free with a year's subscription. How dumb can you get.

5. WOULDN'T IT BE WONDERFUL IF YOU COULD ENJOY THE SMASH HITS OF BROADWAY RIGHT IN YOUR OWN HOME? Come now, you can't make good on that one. No Broadway cast is coming to my home to put on a show. My living room is too small. Oh, you mean the stories and pictures in a BOOK? But you said I'd enjoy the smash hits. Yes you did too. Right up there in the first paragraph. You're right, you didn't. You just said "Wouldn't it be wonderful if..." Hey, ain't that a sizeable "IF?"

6. WOULD YOU INVEST \$5 TO START ON THE ROAD TO FINANCIAL INDEPENDENCE? No, sir. I've spent most of my life getting a start on my first million. Thought you'd fool me, didn't you? That phrase "start on the road to" isn't the same as "insure" is it? It almost means the same. You really didn't mean you could make me financially independent for five bucks did you? You're selling something.

7. NUMEROUS BUSINESS EXECUTIVES DEPEND ON (name of product). What is numerous? 5 or 75 or 5000? Say, exactly how many executives have bought what you offer? Must not be very many. If a lot, like say, 10,000, you'd use a figure. I'm getting wise. Numerous—a great number (Webster). A great number of chinchillas coats would be 5. A great number of rats would probably fall into the multi-pillions.

8. LET THIS ADVERTISING EXPERT SHOW YOU HOW TO TAKE THE GUESSWORK OUT OF THE COPY. He can't do it. If he could he wouldn't be writing books about it. Take guesswork out of how to motivate human beings to do or buy something? Man, you wrote the letter. Why send it to me? If you'd read the book you wouldn't have to guess—you'd know I'm skeptical of your ability to make good your claim. Mailing me the letter disproves the point you tried to put over.

9. HERE'S A GIFT CERTIFICATE GOOD FOR ONE DOLLAR. Notice I didn't say you could either use the certificate or I'd give you a dollar. See—this is mail order talk, and it is only good for a dollar if you

put 4 more dollars with it to buy my gadget. Between you and me if you just send the 4 bucks and forget about the gift certificate I'll ship. Glad to.

### PERSONAL Means "Not General"

A company seeking direct salesmen sends a letter to prospective agents with a wonderfully effective opening:

This letter binds you to nothing. But, because this is an offer, it does bind me.

It binds me to appoint you to fill an opening for which you were recently commended. An opening worth many extra dollars a year to you.

Two things wrong with it. The letter obviously is a printed job. Any one can see that. Yet it says at the top "Please keep this letter confidential." Another thing the matter with it: The phrase "... for which you were recently recommended." Doesn't ring true. Who recommended me?

Wonderful copy with the exception cited, but the full personal effect nullified by the impersonal method of production.

This letter written as a personal message, doesn't look like it — deserves automatic typing at least. I can hear the owner of the company which sent this letter say—"But, think what it would cost to automatically type the hundreds we sent out."

My rejoinder—Think of how many less you would have to send out if you automatically typed these "personal" letters.

Here's a test I'd like to see made—mail the present letter to a portion of the list, and the same copy automatically typewritten or personally typed to another portion of the same list. If you test—be truthful. Cut out that obviously phony "... for which you were recently recommended."

### Teddy's Dog

Copy is usually the scapegoat when a piece of direct mail fails.

The sales manager may be heard to say, "If we'd given the copy more punch we would have got more inquiries."

Or the mail order operator will say to himself, "The copy was a flop. We mailed 10,000 pieces and only got 1/2 of 1% returns."

When a piece of direct mail fails, it is difficult to hold any one single element wholly responsible. The list might not have been carefully selected. The timing might have been wrong. The layout or printing may not have given the piece a chance to get read.

Reminds me of the story told about Pete, the scrappy bulldog owned by



# TIED up to 75,000 units per hour!

**At Advertisers Addressing Service: Bunn tying helps double mail-processing output... cuts tying time 60%**

Formerly, mail-processing output at this growing St. Louis shop seldom reached 100 sacks a day. Today, with the help of 5 Bunn Tying Machines, they often handle 200 sacks and more.

"Yes," reports Mr. Jerome B. Osherow, President, "machine-tying has cut our tying time by about 60%. Using the Bunn Tying Machines, we now tie out up to 75,000 pieces an hour!"

"Without our Bunn Machines," Mr. Osherow continues, "we'd have to add as many as 10 extra people to our payroll!"

Savings like this are typical. Ideal for letter shop operations, the Bunn machine adjusts automatically to accommodate envelopes of any size or shape.

Operation is simple, positive. You just position your mail, step on the trip and presto: you get a complete wrap and tie... in 1 1/2 seconds or less. Faster than hand tying? About 10 times. No wonder over 4000 Bunn machines are now used in Post Offices throughout the United States! Send today for full data on how Bunn automatic tying can cut costs for you. Use the coupon below.



# BUNN

**PACKAGE  
TYING  
MACHINES**  
Since 1907

**B. H. BUNN CO.**, 7605 Vincennes Ave., Dept. RD78, Chicago 20, Ill.  
Export Department: 10406 South Western Ave., Chicago 43, Ill.

**MAIL COUPON NOW FOR MORE FACTS**

**B. H. BUNN CO.**, Dept. RD78  
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.  
☐ Please have a Bunn Tying Engineer contact me.

Name

Company

Address

City  Zone  State

8484

### GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.



when a lot depends on  
**STRENGTH**



*Choose the one that will carry the load*

The beloved, over-burdened burro, forever submerged beneath a load more-often-than-not double his size . . . is remarkably sturdy, like the intrinsic strength of Snowland Bond . . . strength stemming from our Northern spruce which supplies pure fibers for this strong sheet. Snowland Bond feeds, handles and collates well. The higher bulk and basic snap of this paper make it the quality sheet. Sold by leading merchants.

**FRASER PAPER, LIMITED**

Mills: Madawaska, Maine  
Sales Offices: New York & Chicago

Theodore Roosevelt.

Pete went around with a chip on his shoulder. Often he picked fights with bigger dogs and mauled them severely. Pete was a good fighter.

One day when his master was chatting with the French ambassador on the White House lawn, Pete came limping through the gate, obviously having come off second best in the scrap.

"I see your dog is a poor fighter," said the ambassador.

"No, he's a very good fighter," Roosevelt replied. "He's just a terrible judge of dogs."

**Say What  
You Mean**

"59,000,000 PEOPLE ARE NOW BEING TAUGHT WHAT GOOD COFFEE REALLY IS." So goes a headline pushing a coffee urn sold to restaurants. The basis for the headline was to merchandise the consumer advertising campaign reaching 59 million readers stressing the importance of properly brewed coffee.

Well, what good is coffee really? Good for keeping you awake at night? Good for a coffee break?

**INSURANCE DIRECT MAIL**

*(Continued from Page 35)*

Consequently, the home office direct mail manager's responsibility reaches beyond producing a quality selection of field-proved letters tying in with insurance company's sales philosophy. He must merchandise his company's program in proper perspective as a supplemental prospecting technique.

**A Compulsory Item**

The importance of direct mail in the life advertising picture grew in stature after World War II when so many of the companies began financing new men. Today many new men are paid a salary to go out and see people and sell people.

Several companies make direct mail a compulsory item with their salaried men. Direct mail is considered part and parcel of their prospecting activities. They are given quotas determined by the nature of their market, the quality of their selling . . . even their age.

Included in the company's direct mail kit is a selection of letters which will best permit each individual to explore his particular market to its fullest extent. He is supervised and controlled so that his mailing activity supplements the other activities



# UPGRADING LETTER COPY

by Paul J. Bringe  
Milwaukee Dustless Brush Co.

Here is a firm whose business is communication — communication entirely in words. Its income comes from the need for people to talk with each other, and be understood, over long distances. No doubt Western Union spends many dollars working out methods to prevent misunderstanding or garbling of messages.

This Company, above all others, should be extremely conscious of the power of words to build or destroy. We have a right to expect every word coming from Western Union to be carefully used for maximum effect—that every word will be chosen for clarity and emotional and intellectual effect on the reader.

No one can hold the individual who wrote this letter responsible for it, nor for the careless mimeograph reproduction. It is nothing but a reflection of the lack of interest of top management in the letters that go out on company letterheads. How can this be when probably 90% of all business communication today is through letters?

This letter violates all the requirements of easily understood, easy to read English. A mind that cannot express itself clearly through the written word usually is incapable of presenting a logical and interesting sales story.

A call to the local office of Western Union produced some facts on their "collateral" services. This firm has 27,000 offices in this country, 3500 of which can render this service. These 3500 also cover an additional 3500 in suburbs of major cities. This organization could be romanced endlessly when you consider that only the U. S. Post Office has more facilities. What could you do with a story about the lone operator in Paradise, Montana, or the large and complicated organization in New York or Chicago, or the miles of wire and tons of equipment in use every minute day and night. A man who cannot become enthused about this should not be writing sales letters.

The rewrite tries to dramatize just one part of Western Union service and do it in words that even the simple cannot fail to understand.

## THE WESTERN UNION TELEGRAPH COMPANY

C. B. STILLEY  
SUPERINTENDENT

KANSAS CITY 6, MO

Dear Customer:

One of Western Union's major assets is its nationwide representation. Our service is everywhere, and while it is widespread, it is at the same time compact. Our office in Portland, Maine, operates in the same general way as our office in Portland, Oregon, in efficient conjunction with the thousands of offices located in the thousands of miles intervening. One organization permits unified activity.

In contrast to the universality of Western Union, there are hundreds of business concerns throughout the country whose lack of wide representation is frequently a major obstacle to a solution of their problem. Occasionally they need dependable agencies in many places for many purposes, and it is not practicable for them to seek out these representatives in each individual location for infrequent use.

It is with this thought in mind that we attach hereto a bulletin advising you of the many collateral services rendered to and for business firms by Western Union. Perhaps in marketing your products, introducing new items, promoting and intensifying sales programs, one or more of these services will be of benefit to you.

We do not wish to burden you here with the many details and ways these services can be adapted to your particular problem. If you feel that any one of these services could benefit you now or in the future we would appreciate you calling us and letting us send a representative to explain in detail how these services can help you. You are under no obligation to buy and absolutely no charge is made for the consultation.

Very truly yours,  
C. B. Stilley

Dear Customer:

You have 3500 marketing men spotted in cities of 5,000 or more — awaiting your command to deliver samples, letters, catalogs, make opinion surveys or check inventory.

Everyone of these men is ready to go to work on the same day, finish the job, and report "Mission accomplished" within 24 hours. There is scarcely a job they will not do. No endless instructions are necessary — no reasons why it "can't be done". As the Commanding Officer of this regiment you give one order and the action begins, when you want it and where you want it.

Western Union is ready now to:

- ...make personal deliveries of merchandise, catalogs, etc.
- ...handle house to house distribution of samples, brochures, or what have you.
- ...deliver a telegram at the same time other material is delivered.
- ...buy samples of your own or competing merchandise, pack and ship to you.
- ...personally inspect and check your inventory wherever it may be.
- ...conduct opinion surveys, readership studies, radio listener polls, or verify circulation.
- ...do any other job you want done, national or regional, quickly and accurately.

What does all this cost? Surprisingly little because you don't pay by the hour, day or week. You pay only for the specific job, and you know in advance exactly what it will cost.

Does this "willing army" give you ideas for your business? Let's talk it over. Send in the card or phone me now at       . I'd like to tell you about some of the unusual jobs we've done for others and explore the sales opportunities for your business.

No obligation whatever of course. I'll enjoy meeting with you anytime.

Sincerely,

Please send me your mailing list recommendations FREE OF CHARGE.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

**WILLIAMS LADDERN INC.**  
 215 FOURTH AVENUE • NEW YORK 3, N. Y.  
 PHONE: SPring 7-7460  
 CHARTER MEMBER: National Council of Mailing List Brokers

**SEND THIS COUPON!** It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

Unsurpassed in Quality at any Price

**Genuine 8" x 10" Glossy Photos**

**5 1/2¢ EACH**  
 in 5,000 lots  
 6 1/2¢ in 1,000 lots  
 \$0.99 per 100

Post Cards \$26 per 1,000  
 Mounted Enlargements (30" x 40") \$4.85

**3 & 24 HOUR SERVICE AVAILABLE**

**FULL COLOR PRINTS**  
 for every purpose, taste and budget

A Division of **JAMES J. KRIEGSMANN**  
**CopArt Photographers**  
 Plaza 7-0233  
 165 West 46th St.  
 New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE

## 3000 FULL COLOR POSTCARDS

ONLY **\$99<sup>87</sup>**  
FOB New York N.Y.

### FULL PRICE—NO HIDDEN CHARGES!

This price is all inclusive. Simply send us your 4 x 5 color transparency for the finest reproduction you can buy! Results absolutely guaranteed—delivery time about 8 weeks. Price includes 50 words standard type printed on back.



- Quotes on longer runs by request
- Samples of work gladly sent

**HALO-COLOR**

147 King Street • San Francisco 7, Calif.

## Before you make your next mailing . . . CHOOSE FROM THE 1/4 BILLION



### MAIL ORDER BUYERS, INQUIRERS and PROSPECTS

For an immense fund of data and MOSELY custom-prepared LIST RECOMMENDATIONS, simply send us in confidence a detailed letter about your list problems along with sample mailing pieces, ads, etc. NO COST OR OBLIGATION. Write:



### MAIL ORDER LIST SERVICE, Inc.

MAIL ORDER LIST HEADQUARTERS  
 Dept. R-34

38 Newbury St., Boston 16, Mass.  
 Charter Member National Council of Mailing List Brokers

## HEADLINERS DMAA CONVENTION PROGRAM



### MEET ME in ST. LOUIS!

Want to write better copy for direct mail? Experts can show you how at the DMAA convention. Hope to see you there.

Henry Cowan, Program Committee

### MEET ME in ST. LOUIS!

Want new ideas? Bring one of your own, swap it for others at the DMAA convention. I'll be there to swap with you.

Max Ross, Program Committee



### MEET ME in ST. LOUIS!

You can develop customers and markets by mail. Let us show you how at the DMAA convention. I'll try to help.

Martin Boier, Program Committee

he engages in, and helps give him all the extra advantages a mechanical prospecting activity has to offer.

At least one company attributes an improvement in retention of new men to the fact that direct mail is a required part of his first year's selling activities.

Even the most casual examination of life insurance brings out the value of direct mail in recruiting, training, and building confident and aggressive sales organizations. Direct mail, as developed and interpreted by life insurance companies, by no means represents a panacea for company sales problems. It has, however, contributed to company growth and development.

It has been the means of attracting many successful salesmen to the life insurance business and has played an important role in helping them develop to a career status. Above all it has, through its millions and millions of contacts, contributed mightily to the growth in public awareness of the many advantages of life insurance.

The LAA man of 1958 looks upon his direct mail program as a tool of sales management—as a tool of sales motivation. To him, it is not a medium for making the sale, but rather a medium for making the salesman make the sale. ●

## GOING AFTER BUSINESS

With many retailers moaning about poor business . . . it's refreshing to find some stores doing something other than moaning. Here is a letter received by Sallie Sackheim shortly after she moved into her new apartment on 55th Street in New York. Letter was well processed and filled in on the engraved stationery of Bloomingdale's (Lexington at 59th, New York 22, N. Y.).

Dear Mrs. Sackheim:

We hope you received the little gift we sent you recently and that it expressed our warmest good wishes for happiness in your new home.

Speaking of new surroundings, are you familiar with what's been happening at Bloomingdale's of late? Mirroring all the excitement of the changing East Side scene around us, we've undergone redesigning, redecorating, refurbishing, inside and out, toward making "your neighborhood store" as inviting and attractive as possible for your shopping pleasure. And we mean to make it constantly more so.

This dynamic point of view is further reflected throughout our store in wide, ever-fresh assortments of all the things you need for your home, your family, and yourself, as well as generous helpings of the unique and different gathered for your en-



COLOR PHOTOGRAPH BY ANTON BRUEHL

## Even pills are getting gay!

But it's not "for pretty" that these pills come in so many colors and color combinations. Color aids identification for doctors, for druggists, for patients.

Nothing identifies like color. Nothing attracts like color. And

these facts can be so easily applied to your business. HOWARD BOND, in its many clean, clear colors, offers those values: in business forms, so easy to identify that they hustle the job; in special announcements that pop from a routine pile of papers;

in all kinds of business printing that gets an extra free interest-boost when paper itself is another color.

See a HOWARD BOND sample book. Put the HOWARD "rainbow" to work doing jobs that only color does best. Ask your printer or paper merchant.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

# Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph

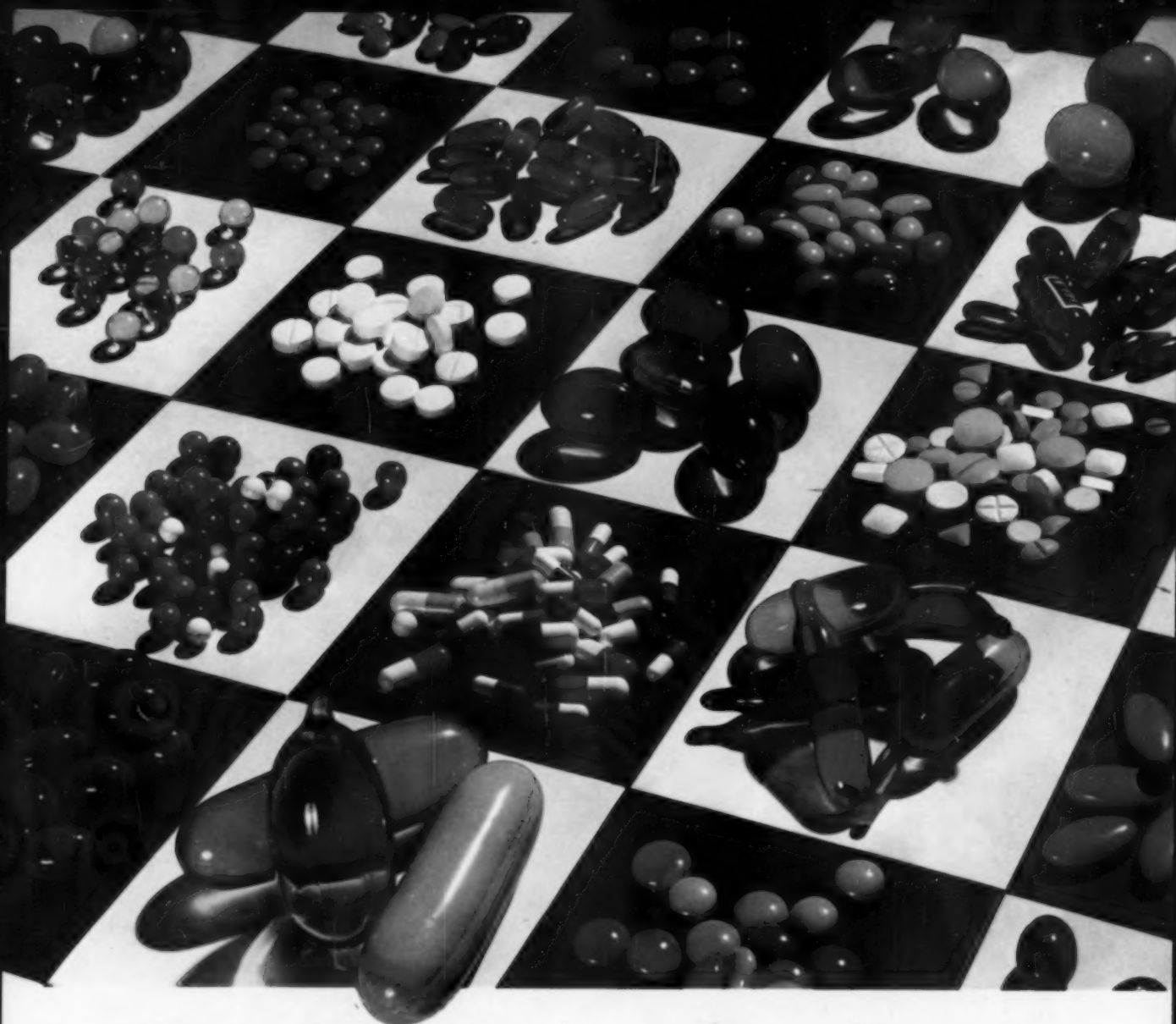
Howard Duplicator • Howard Posting Ledger

Printed on Maxwell Offset



Basis 80—Maxtone finish





*Doesn't color reproduce better on Maxwell Offset?*

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

*Printed on Maxwell Offset—Basis 80—Maxtone finish*

COLOR PHOTOGRAPH BY ARYON BRUEHL





## Personalized LETTERS

AS LOW AS



**7½¢**  
EACH

**YOU GET ALL THIS:**

- Letterhead One Color on 25% Rag Bond
- Selection Fully Personalized
- Letter With Typewriter Impression
- Signature in Blue Ink
- Letter Folded and Inserted
- You Get Printed Envelope
- Your Postage Applied

**WRITE FOR PARTICULARS  
GIVING YOUR REQUIREMENTS**

\*Price on Five Mailings of 25,000 Each.  
Two Mailings of 2,000 Each as Low as 13½¢.

## Personalized LETTERS

INCORPORATED

404 E. Capitol Ave., Little Rock, Arkansas  
Telephone Franklin 6-2451

### MEET ME in ST. LOUIS!

We're working on a real trouble-shooting program for Circles of Information. More about it later. See you in St. Louis? Fine!

Betty Rockum, Program Committee



joyment from the far corners of the world.

With your new apartment so handy to us, we hope you'll join our many friends who find Bloomingdale's their most convenient and pleasant place to shop. And to make your shopping even simpler, may we suggest the advantage of a Bloomingdale charge account if you are not enjoying one already? This letter returned to me with your signature on the reverse side, written as you want your account to read, is all that is needed to start us readying an account for your immediate use.

Cordially yours,  
(signed) Russell Webster  
Russell Webster  
Customer Relations

Reporters added note: It's surprising how the average retailer knows next to nothing about direct mail. During the last four or five months of recession scare, we've made a habit of talking to every retailer we meet . . . butcher, food store, garden supply, etc. They crab about fineness, but when we suggest direct mail to a selected area list . . . they throw up their hands. "Can't spend the money" . . . "how could I get the list?" . . . "don't have time" . . . and other feeble excuses. They sit or stand behind their counters and wait. If they need sales . . . they should ask their customers and prospects to buy. The Reporter is making a study of this retail apathy toward some of the fastest working selling tools . . . and we hope to have a full report on it shortly.

## A REPORT FROM A EUROPEAN TRAVELER

We liked the form letter mailed by Roy Rylander, president of The Rylander Co., 216 W. Jackson Blvd., Chicago 6, Ill., to his customer list shortly after his return from a trip to the Brussels Fair. Worth reading.

A Word About Direct-Mail

. . . Continental Style!

Recently returned from Europe, many customers are asking me: ". . . What about direct-mail advertising on the Continent?"

## PARTICULARLY EFFECTIVE

**SPECIALIZED USE**

*Intrinsic value with specific identification are basis of programs built around the "Chronicles of Americana"*

- Reach busy, hard-headed executives who buy or should buy your products.
- Special groups such as physicians, dentists, lawyers, bankers.
- Or your dealers, distributors, agents.

Your letter today will have complete information on the way to you at once, or phone us collect. CHerry 4-1377.



*Americana press*

Publishers of "The Chronicles of Americana"

BOX 66 • MADISON 1, WISCONSIN

### "Instantaneous Appeal"

Make the "approach" of your advertising inviting—exciting; impelling—selling.

*"That Yellow Bott"*

Leo P. Bott, Jr., 64 E. Jackson, Chicago

## OUR FORCES IN THE FIELD

Accurate retail lists, most direct mail people will tell you, are hard to find. And they're right. Just about the only ones available are at Fairchild. We have them because we publish newspapers in the same fields covered by our lists, and we have a large field force and office force available to check and re-check, and to note the changes. That's why our lists are guaranteed 95% accurate. And probably why Fairchild lists of retailers and manufacturers consistently out-perform all others.

## FAIRCHILD Mailing List Division

*A division of Fairchild Publications*

7 EAST 12th STREET, NEW YORK 3 • AL 5-5252

## COPYWRITER DIRECT MAIL

**FOR:** Internationally known prestige publishing firm located in Chicago (Will consider Chicago area applicants only)

### CAPABLE OF:

- creating complete direct mail pieces for monthly mail order book offerings to general consumer list
- determining and writing most effective copy approaches for wide variety of titles
- working with artist on layout and design

### SHOULD HAVE:

- ability to write letters that are persuasive, believable and in good taste
- minimum of three years proven experience in procuring orders by mail

### WILL BE:

- paid in accordance with ability and experience
- associated with progressive, expanding prestige firm that offers liberal fringe benefits and pleasant surroundings

### SEND:

- letter and confidential résumé, including salary desired to Box #57, The Reporter of Direct Mail, 224 Seventh Street, Garden City, L.I., New York.

**ACCOUNTING**

**STATISTICAL AUDIT**

**AUTOMATIC IN-FILED  
AND OUT-FILED**

**USE PUNCH CARDS  
FOR ADDRESS-MASTERS**

• Cut Costs in **HALF** !  
• **DOUBLE** flexibility !

Scriptomatic uses CARD masters (IBM, Remington-Rand, Samas, or ledger or index) to address directly to tape, wrappers, envelopes, booklets, on one machine. There's no limit to the versatility of punched card Scriptomatic masters for automatic in-filing, extraction and electronic sensing, for matching, sorting, etc.

Write for File,  
"Scriptomatic Methods"

**SCRIPTOMATIC, Inc.**

300 North 11th Street, Phila. 7, Pa.



5703

Like the proverbial busman on a holiday, I visited four fabulous firms who do an excellent job of creating and producing mail missiles for their customers.

These "plant tours" found me experiencing a behind-the-scenes insight on direct-mail in Brussels, Paris, Stockholm and London. You might be interested in my hurried notetaking . . .

*Bodden and Dechy, Brussels*, are big producers. Their advertising art and design department is quite a payroll in itself. Modern methods and equipment were especially efficient. Blue smocks worn by employees seemed to add a note of uniformity and co-ordination.

*Bottin Addresses, Paris*, is nine years new in direct-mail. However, have been publishing directories since 1796. Now operating in five downtown locations, they will centralize under one roof this fall in a new, king-size building—six miles from the center of Paris. (Note: Arrangements were made with B-A to handle mailings Ryco customers might want to release from this origination point.) A letter postmarked "Paris, France" from your company!

*Esselte Reklam, Stockholm*, is primarily a large lithographer. Yet, their direct-mail department is expanding fast. A specialty of theirs is producing books for industry and associations. One for a neckwear manufacturer was especially interesting—tracing the early history of cravats, highlighted with vivid color illustrations of fabrics and design.

*International Addressing Limited, London*, specialize in creative direct-mail. They also handle mass-mailings to consumers. Their list research department even included a copy of Chicago's "Red Book."

Here at our office, we now have an interesting, varied selection of direct-mail . . . Continental Style. Smartly designed and beautifully produced, you are welcome to stop in and look it over. You might pick up an idea or two!

Traveling seven countries in thirty days deeply demonstrated to me that "people are people" wherever you go . . . friendly and courteous. The same feelings and emotions that we know, are evident in Europe today — warmhearted smiles and a basic design to be helpful.

(signed) Roy G. Rylander  
President  
The Rylander Company

Too big for his breeches?

The secretary of Mill Owners Mutual Insurance Company, 2015 Grand Ave., Des Moines 12, Iowa, has a form letter which he sends to firms mailing letters to individuals in the company.

It reads:

Gentlemen:

To enable us to facilitate the handling of our incoming mail, will you please mark your records to show that all correspondence to an individual regarding company business should, in the future, be addressed to the Mill Owners Mutual Insurance Company with the name of the individual omitted.

We enclose herewith mailing of your present record.

Thank you.

Attached to the sample we saw was clipped name and address (from envelope) of the president of the company. Inside the envelope had been a personal letter to the president.

TINY in size...  
TINY in price...  
BIG in popular appeal

**these perfectly scaled-down MINIATURES REALLY WORK**

Authentic, exact in every detail; fascinating to use . . . these miniatures are "cast-assembled" in one operation by GRC's exclusive patented "INTERCAST" process. Natural bright finish or brass plated. GRC also die casts and molds special small parts to order; ask for special bulletins.

Write, wire, phone TODAY for samples and prices of GRC miniatures.



**GRIES REPRODUCER CORP.**

World's Foremost Producer of Small Die Castings  
11 Second Street, New Rochelle, N. Y.  
New Rochelle 3-8600

*Watts*

**BUSINESS FORMS**

**10-DAY SHIPMENT**

**STOCK**

**Carbon-Interleaved SNAP-APART SETS**

Imprinted With Company Name

- ☐ BILLS OF LADING
- ☐ INVOICE SETS
- ☐ STATEMENT SETS
- ☐ VOUCHER CHECKS
- ☐ REQUEST FOR QUOTATION
- ☐ PURCHASE ORDER SETS
- ☐ RECEIVING & REQ. FORMS
- ☐ WEEKLY EXPENSE FORMS
- ☐ CORRESPONDENCE SETS
- ☐ W-2 TAX FORMS
- ☐ REGISTERS & REGISTER FORMS

Write for Samples & Prices or send for 1958 Catalog

*Watts*

Allwood P. O., Clifton, N. J.

# CLASSIFIED ADVERTISING

## ADDRESSING PLATES

**SPEEDAUMAT**—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.  
**POLLARD-ALLING**—3 line proofed and linked \$27.50 per M.

Advertisers Addressing System  
703 N. 16th St., St. Louis 3, Mo.

## ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service.  
**Martin Advertising Agency**, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

## CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils  
Call your list broker—**TODAY**  
or Tobe's, St. Catharines, Ontario

## CAR DEALER'S COSTS?

We tell you what dealers pay for cars, the Factory List Prices on car and accessories, Freight, Tax, etc. Send \$6.00 for complete data on all American cars, Popular Foreign Cars, Ford, Chev., Dodge, G.M.C. Trucks.

**AUTOMOTIVE INVOICE ASSOC.**  
3090 Main St. Buffalo 14, N. Y.

## "EQUIPMENT WANTED"

**SPEED-ADDRESS** wants to buy for own use Bunn tying machines, Mail-O-Meters (any condition) 2600 Speedaumat, lists on Speedaumat plates (royalty or outright sale). Write in detail to The Kraus Company, 48-01 42 St., Long Island City 4, N. Y.

## FOR SALE

Graphotype; model 6341. Also addressograph trays, hook front, 25¢ ea. **HARRY J. ABRAMS**, 124 L St. N.E., Wash. 2, D.C.

**ADDRESSOGRAPH PLATES — FRAMES FOR SALE BRAND NEW — STILL IN BOXES — FOR SALE AS SURPLUS 80,000 PIVOLOK — TAB FRAMES (NO. 100-VV-2010-1A) 40,000 ADRESSO-ZINC PLATES VV-5200.**

**JOSEPH BEHR & SONS, INC., DEPT. IL**  
ROCKFORD, ILL.

## FOR SALE

4 Station Phillipsburg inserting machine taking up to 6 x 9 envelope. Or will trade for a standard 6 station. Reply Box No. 72, The Reporter of Direct Mail Advertising, 224 Seventh Street, Garden City, New York.

## FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES  
GUARANTEED 100% ACCURATE

**ELECTRONIC SELECTED  
CONSTANTLY CORRECTED**

Retailers-Wholesalers-Manufacturers  
Banks-Churches-Institutions  
Choice of 350 Other Lists  
"We Charge ONLY for Addressing"  
(Usually Completed within 3 Days).

Write for FREE Catalogue.

**SPEED-ADDRESS KRAUS CO.**

48-01 42nd St., Long Island City 4, N. Y.  
Stillwell 4-5922

## MAILING LISTS

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines as Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

**BUYINGEST**, most receptive prospects you ever pitched! . . . our 50,000 list of American families living abroad. Double postcards mail for \$23.50 M including printing, addressing, and postage. Write **AIRMAIL: Blair Advertising**, Angerstrasse 1a, Garmisch, Germany.

## OFFSET CUTOUTS

Stock promotional headings for reproduction. **OFFSET SCRAPBOOK No. 1** containing 1,500 classified specimens, only \$2.00 postpaid. A rich source of practical help and inspiration. Thousands in use. Available also are books containing promotional art, cartoons, borders, panels, type fonts, holiday art, etc. at newly reduced prices. Free descriptive folder.

**A. A. ARCHBOLD, Publisher**  
P.O. Box 20740-K Los Angeles 6, Calif.

## MISCELLANEOUS:

Fun Pkg., **SILLY SIGNS & SLOGANS**. Hand lettered, vari-colored cardboard, over. size 9" / 5". Good for bulletin board, conversation piece, etc. Promotion possibilities. Pkg. 12, \$1. p.p. Original with **RAY THOMPSON STUDIOS**, Wyncote, Pa.

## Mailing Machines and Supplies

### REBUILT ONE YEAR GUARANTEE.

Addressographs, Graphotypes, Speedaumat, Elliott Machines. Also plates, stencils, frames, trays, cabinets. Embossing Addressograph and Speedaumat plates. Also, mail bag racks, Tying machines, Sealers, Folders, Letter Openers and Pitney Bowes. Mailers, 40 West 15th Street, New York 11, New York.

## SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$35.00 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. JUDSON 6-3530.

## STICKER-LABEL IDEAS

For profit, economy, efficiency. Product, direction, shipping labels; good-will stickers etc. Catalog. **IMPRINT** of Emporia, Kansas.

## LIST OWNERS

**Free Use of Telephone Directory Library . . .**  
As a list compiler, we maintain a library of over 4,500 current phone directories, both alphabetical and classified, as well as a typing staff of 200.

We have addressing time available for several large mailers and offer the use of this library **FREE** if we do your addressing.

We offer topnotch addressing, good service and a fair price.

**W. E. Watson Corp.**  
23 Hanse Ave., Freeport, L. I., N. Y.

## HELP WANTED — MALE

Looking for ownership . . .

As a mailing list compiler, specializing in business lists using I.B.M. equipment, I have arrived at a point where I need an assistant.

I am looking for a young man (under 30) highly intelligent, imaginative and alert who has the rare qualifications of sales and administrative ability.

If you have been around mailing lists, in a lettershop, with a publisher, mail order house . . . or better still with a list compiler or broker I would like to talk with you. If you have had some I.B.M. experience, so much the better.

If you are the man I am looking for I can promise you an interesting and challenging position on Long Island, a fair salary and share of the profits . . . but most important, an opportunity of eventually owning a piece of the business you help build.

Write in confidence to Box #73, The Reporter of Direct Mail Advertising and a meeting will be arranged.



# Direct Mail

LISTINGS ONE LINE PER ISSUE, \$18.00  
PER YEAR, UNDER SPECIAL HEADINGS,  
\$34.00 PER YEAR.

# Directory

## ADDRESSING

Address-O-Rite Stencil & Mach. Co., Inc., 44 W. 25 St., N.Y.C. 19 (OR 5-3249)  
Creative Mailing Service, Inc., 400 N. Main, Freeport, N.Y. (FR 9-2431)  
Merit Mailers, 28 Sterling Street, East Orange, N.J. (OR 2-3900)  
U. S. Mailing Service, 10630 Ventura Blvd., Encino, Calif. (ST 8-1252)

## ADDRESSING MACHINES

Approved Business Machines Co., 19 Hudson St., New York 13, N.Y. (CA 6-6233)  
Elliott Adair Machine Co., 155A Albany St., Cambridge 29, Mass. (TR 6-2929)  
Mailers' Equipment Co., 40 W. 15th St., N.Y. 11, N.Y. (CH 3-3442)  
Mechanic's Business Machine Corp., 30 E. 10th Street, New York, N.Y. (AL 4-6077)

## ADDRESSING PLATES AND EQUIPMENT

The Fenzel Companies, Fenzel Building, Bayonne, New Jersey (HE 6-5625)

## ADDRESSING — TRADE

Addressing Unlimited, 11110 St., Flushing, New York (HI 5-3191)  
Belair Typing Service, 91-71 111th St., Richmond Hill 18, N.Y. (VI 6-5322)  
Rae Lewis Addressing, 907 Schenectady Avenue, Brooklyn 3, N.Y. (DI 2-4793)

## ADVERTISING ART

A. A. Archbold, Publisher, P. O. Box 20740, Los Angeles 6, Calif. (RI 9-0488)  
Vistapoint, 150-11 70th Road, Flushing 67, New York

## ADVERTISING BOOK MATCHES

Match Corp. of America, 3432-43 48th Pl., Chd. 32, Ill. (VI 7-2444)  
Greis Reproducer Corp., Beechwood Avenue, New Rochelle, New York (NE 3-6006)

## ADVERTISING SPECIALTIES

Jerry Hawk Advertising Specialties, 1515 N. Cleveland Ave., Canton 3, Ohio (GL 6-4541)  
Flenz-letting Co., Inc., 395 East 46th Street, New York 17, N.Y. (PL 3-4943)

## ANALYSIS, CONSULTATION, COPYWRITING

Troy M. Bodin, T. & D. Bodin, 1832 M St., N.W., Wash. 6, D.C. (RE 7-3433)

## AUTOMATIC MACHINE-ADDRESSING SERVICE

Charlotte Letter Writing Co., Inc., 101 Wilder Bldg., Charlotte, N.C. (FR 6-3550)

## AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)  
Commercial Mailings, 2530 East 37th Street, Los Angeles, Calif. (LU 9-2442)  
D & A Automatic Mailings, 918 North Fourth Street, Milwaukee 2, Wisconsin  
Kirban Associates, Inc., 5673 Ogontz Ave., Philadelphia 41, Pa. (HA 4-1352)

## BOOKS

American Press, 5105 Sherman Avenue, Madison Wisconsin (CH 4-1277)  
Art & Tech. of Photo Eng. Horan Eng. Co., 44 W. 23, N.Y.C. 1 (MU 9-8545)  
Postal Review Association, 1000 N. Main, Freeport, N.Y. (FR 9-2431)  
Reporter of Direct Mail, 224 7th, Garden City, N.Y.  
How To Get The Right Start In Direct Advertising, 1.00  
How To Think About Direct Mail, 1.00  
How To Think About Letters, 1.00  
How To Think About Readership of Direct Mail, 1.00  
How Direct Mail Solves Management Problems, 1.00  
How To Think About Showmanship in Direct Mail, 1.00  
How To Think About Mail Order, 1.00  
How To Think About Production and Mailing, 1.00  
How To Think About Industrial Direct Mail, 2.00

## BUSINESS FORMS

Alfred Allen Watts Company, Inc., Alwood P. O. Clinton, New Jersey  
Cartoon Printing Company, 680 Canal Street, N.Y. 13, N.Y. (WO 6-1454)  
Alfred Allen Watts Co., Inc., Alwood P. O., Clifton, New Jersey

## CATALOG PLANNING

Catalog Planning Co., 101 W. 35th St., N.Y. 19, N.Y. (PL 7-1867)

## CHRISTMAS STATIONERY

The Newbern Company, 2925 South Cooper Street, Arlington, Texas (CR 5-2387)

## COLLECTIONS

Arrow Service, 9 Yates Street, Schenectady 5, New York

## COPYWRITERS (Free Lance)

Glenn L. Anderson, 14235 Magnolia Blvd., Van Nuys, Calif. (ST 6-2423)  
Tom A. Foley, 2222 Olive Street, St. Louis, Mo. (CI 1-2015)  
Orville E. Reid, 106 N. State St., Howell, Mich. (TR 6-5)  
Sig Rosenblum, 167 West 74th Street, New York 23, N.Y. (SU 7-2821)

## DIRECT MAIL AGENCIES

Ahmed Associates, Inc., 601 Madison Ave., N.Y.C. 22, (PL 1-0312)  
American Mail Advertising, Inc., 510 Newbury Street, Boston 25, Mass.  
Leo P. Rott Jr., 94 E. Jackson Blvd., Chd. 4, Ill. (HA 7-9187)  
The Buckler Organization, Phila. National Bank Bldg., Phila. 7, Pa.  
Lawrence G. Chait & Co., 748 Fifth Avenue, New York, New York (PL 1-2220)  
Chase Direct Mail Service Corp., 12 E. 40th St., New York 17, N.Y. (SU 7-2520)  
Dickie-Raymond, Inc., 670 Atlantic Ave., Boston 10, Mass. (HA 6-2360)  
Dickie-Raymond, Inc., 325 Park Ave., N.Y. 17, N.Y. (MU 6-3610)  
Direct Mail Service, 175 Lexing St., N.W., Atlanta 3, Ga. (JA 3-3304)  
Duffy & Assoc., Inc., 918 N. 4th St., Milwaukee 2, Wis. (BR 3-7852)

Bert Garmise Associates, Inc., 599 Madison Ave., New York 22, N.Y. (PL 5-6611)  
General Office Service, Inc., 327 E. St., N.W., Washington 1, D.C. (NA 8-5348)  
Harrison Service Inc., 210 East 36th Street, New York 22, N.Y. (PL 1-2820)  
Hickey-Murphy Div. of James Gray, Inc., 218 E. 43rd St., N.Y. 17 (MU 2-9090)  
John M. Lord & Co., 171 Newbury Street, Boston 16, Mass. (CO 7-1029)  
McVicker & Higginbotham, 211 E. 40th St., New York 17, N.Y. (PL 3-7285)  
R. L. Polk & Co., 431 Howard Street, Detroit 31, Mich. (WO 1-9470)  
Roly-O Products, 7 Central Park W., N.Y. 23, N.Y. (CI 3-8118)  
Responda-Letter, 111 E. Sangamon St., Chicago 7, Ill. (MO 6-9875)  
Responda-Letter, 320 Fifth Avenue, New York 25, N.Y. (MU 7-6359)  
Richardson-Staw Inc., 15555 W. McNichols Rd., Detroit 24, Mich. (BR 3-3955)  
The Rylander Co., 216 W. Jackson Blvd., Chicago 3, Ill. (RA 6-4760)  
Sales Letters, Inc., 153 W. 23rd St., N.Y.C. (WA 9-3890)  
The Smith Company, 67 Beale St., San Francisco, Calif. (SU 1-4364)  
Smith, Hazel & Knudsen, Inc., 38 East 54th Street, New York 22, N.Y. (PL 9-7613)  
Tallman, Smith & Associates, 410 N. Michigan, Chicago 11, Ill. (WH 3-9898)  
Lyord F. Wood Associates, 1610 Wisc. Ave., N.W., Wash. 7, D.C. (CO 5-9042)

## DIRECT MAIL CONSULTANTS

Gendernalk & Associates, 14030 Ventura Blvd., Encino, Calif. (ST 6-1290)  
Robt. W. Gilbert, 6741 Delam, Long Beach, Calif. (GE 1-3241)  
Lawrence Lewis & Assoc., 175 Fifth Avenue, New York 19, N.Y. (FR 6-6968)

## DIRECT MAIL EQUIPMENT

American Wood Type Mfg. Co., 42-25 Ninth Street, Long Island City 1, N.Y.  
Auto-Typist, 2233 N. Pulaski Rd., Chicago 29, Ill. (EV 4-5151)  
Bell & Howell, Phillipsburg, 601 W. 25th St., N.Y.C. 1 (WA 4-4400)  
B. H. Dunn Co., 7605 S. Vincennes Ave., Chicago 29, Ill. (HU 2-4455)  
Cheshire Mailing Machines Inc., 1644 No. Honore Street, Chicago 22, Ill.  
Felix Typing Machine Co., 3351 N. 35th St., Milwaukee 18, Wis. (HI 5-7111)  
Friden Calculating Machine Co., Inc., 2550 Washington Avenue, San Leandro, Calif.  
National Bundle Tye Co., Hillsfield, Michigan (BL 162)  
Photostat Corp., Offset Duplication Division, Rochester 3, New York  
Finley-Bowes, Inc., 1948 & Campbell St., Stamford, Conn. (PT 8-2821)  
Scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (WA 2-4218)

## ELLIOTT STENCIL CUTTING

Allee Business Service, Inc., 33-15 32nd St., Long Island City 6, N.Y. (AS 8-4382)  
Creative Mailing Service, 600 N. Main St., Freeport, N.Y. (FR 6-4820)  
Elliott Addressing Machine Co., 117 Leonard St., New York 13, N.Y. (WA 5-1372)

## ENVELOPES

The American Paper Products Co., East Liverpool, Ohio (PU 5-4240)  
Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga. (TR 6-3686)  
Becklin & Jones Company, 601 W. 25th St., N.Y.C. 1 (WA 4-4400)  
The Boston Envelope Co., 287 High St., Boston, Mass. (FA 5-6700)  
Samuel Coppel Envelope Co., 360 Furman St., Brooklyn 2, N.Y. (EV 3-6255)  
Cupples-Hesse Corp., 1482 Kew-Forest Ave., Des Moines 4, Iowa (AS 5-2742)  
Cupples-Hesse Corp., 3633 Michigan Ave., Detroit 16, Mich. (TR 6-7360)  
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-6709)  
Curtis 1500 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 3-1221)  
Detroit Envelope Co., 2120 Howard St., Detroit 16, Mich. (CA 3-2708)  
Garden City Envelope Co., 3601 N. Rockwell St., Chd. 18, Ill. (CO 7-3690)  
Gaw-O'Hara Envelope Co., 500 N. Sacramento Blvd., Chd. 12, Ill. (NE 8-1299)  
The Gray Envelope Mfg. Co., 50 2nd St., Brooklyn 22, N.Y. (ST 8-2800)  
Hess Envelope Co., 4500 Cortland St., Chd. 30, Ill. (CA 7-2400)  
Rochester Envelope Co., 71 Clarissa St., Rochester 14, N.Y. (HA 6-2404)  
The Standard Envelope Co., 1609 E. 39th St., Cleveland 14, O. (PR 1-2040)  
Tension Envelope Corp., 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-0002)  
Tension Envelope Corp., 270 Madison Avenue, New York 16, N.Y. (LE 2-6212)  
Trans Envelope Co., 3542 N. Kimball Ave., Chicago 18, Ill. (IR 6-6014)  
Trans Envelope Co., 222 Monitor St., Jersey City, N.J. (HE 4-1387)  
Trans Envelope Company, New York — Chicago — Los Angeles  
United States Envelope Co., 327 Broadway, N.Y. (BA 7-5700)  
United States Envelope Co., 14790 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)  
Wolf Detroit Envelope Co.,

## ENVELOPE SPECIALTIES

Curtis 1500 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 3-1221)  
Du-Plex Envelope Corp., 8024 Franklin Blvd., Chd. 12, Ill. (NE 8-1299)  
Garden City Envelope Co., 3601 N. Rockwell St., Chd. 18, Ill. (CO 7-3690)  
Hess Envelope Co., 4500 Cortland St., Chd. 30, Ill. (CA 7-2400)  
Tension Envelope Co., 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-0002)  
The Rawdon Company Inc., 480 Lexington Ave., New York 17, N.Y. (PL 5-2516)  
The Wolf Envelope Co., 1749-81 E. 22nd St., Cleveland 1, O. (FR 1-8478)

## FOREIGN MAILINGS

Publisher, 5 Roosevelt Pl., Scarsdale, N.Y. (SC 3-0010)  
DeMutor, M.V., 111, Willemsparkweg 112, Amsterdam, Holland  
F. Sandberg, Direct Mail & Executive Gifts, Raasdungst. 8, Oslo, Norway

## INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service, 822 Newark Ave., Elizabeth, N.J. (EL 4-3387)  
Banded-Nationwide, 133 4th Ave., Brooklyn 22, N.Y. (BO 8-4819)  
Caption Service Corp., 37 East 18th St., N.Y. 3, N.Y. (OR 3-0160)  
Creative Mailing Service, 460 North Main St., Freeport, N.Y. (FR 6-4820)  
Lamson Mailing Company, 225 N. New Jersey Street, Ind. 4, Ind. (ME 2-3247)  
Mailings Incorporated, 55 West 13th St., New York 11, N.Y. (WA 9-5185)  
Merit Mailers, 28 Sterling Street, East Orange, N.J. (OR 2-3900)  
West. Emp. Dir. Adv. Co., 612 Howard St., San Francisco 5, Calif. (GA 1-8509)

## INVISIBLE INK LETTERS & POST CARDS

M. E. Moss & Co., 119 d Ann Street, Hartford 3, Conn. (JA 8-0505)

## LABEL PASTERS

Pontefin Machine Co., 281 North St., Totoboro, N.J. (HA 8-1841)



**Labels**  
Allen Hollander Co., Inc., 385 Gerard Ave., New York 51, N. Y. (MO 5-1818)  
Dunham Mfg. Co., 100 Franklin St., Framingham, Mass. (TR 3-2311)  
Tompkins Label Service, Frankford and Allegheny Aves., Phila. 34, Pa. (RE 9-6878)

**Letter Gadgets**  
Howie Co., 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)  
Robert Straub & Co., 543 South Dearborn St., Chicago 5, Ill. (WA 2-1861)

**Letterheads**  
Brunner, Inc., Printers-Lithographers, 1010 Jefferson Ave., Memphis, Tenn. (BR 2355)

**Letters**  
Responda-Letter, 411 S. Sangamon St., Chicago 7, Ill. (MO 6-9878)  
Responda-Letter, 529 Fifth Avenue, New York 36, N. Y. (MU 7-6359)

**Magazines**  
The Kiwanis Magazine, 500 North Michigan Avenue, Chicago 11, Illinois

**Mail Advertising Services (Lettershops)**  
Brooklyn, New York  
Vale Reproduction & Mailing Service, Inc., 1715 Avenue E (35) (BH 3-5235)

**Cleveland**  
Cleveland Letter Serv., Inc., 740 W. Superior, (13) (SU 1-8364)  
Robert Silverman, Inc., 1278 Ontario Street (BH 1-4575)

**Detroit**  
Advertising Distributors of America, Inc., 4444 Cass Ave. (1) (TE 3-9506)  
Advertising Letter Service, 3938 Jefferson East, (7) (LO 7-9525)  
R. L. Polk & Co., 431 Howard St. (31) (WO 1-9470)

**East Orange, New Jersey**  
Mack Mailers, 26 Sterling Street (OR 2-3986)

**Elizabeth, New Jersey**  
Automatic Mailing Service, 829 Newark Ave. (EL 4-3887)

**Houston**  
Premier Printing & Letter Serv., 629 Texas Ave. (2) (CA 7-4145)

**Little Rock, Arkansas**  
Personalized Letters Inc., 404 E. Capitol Avenue  
Los Angeles  
Krupp's Adv. Mailing Serv., 2396 W. Pico Blvd. (6) (DU 5-5421)  
The Mailing House, 1019 N. Madison Avenue, Los Angeles 29, Calif. (NO 5-4271)

**Marion, Ohio**  
Fulfillment Corp. of America, 381 W. Center St. (Tel: 2-1187)

**Miami, Florida**  
Ace Letter Service Co., 3806 N.E. 1st Avenue (PL 7-4577)

**Milwaukee, Wisconsin**  
The Carr Organization, 1319 North Third Street, Milwaukee 12, Wis. (BR 6-4246)

**New York City**  
Advertisers Mailing Service, Inc., 45 West 18th St., New York, N. Y. (AL 5-4566)  
Ambassador Letter Serv. Co., 11 Stone St., (4) (RO 3-4667)  
Century Letter Co., Inc., 48 E. 21st St. (10) (AL 4-8300)  
Chase Direct Mail Service Corp., 12 E. 46th St. (MU 7-2930)  
Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3530)  
Mary Ellen Clancy Co., 250 Park Ave. (17) (TU 6-7833)  
Coupon Service Corp., 37 East 18th St. (OR 3-0160)  
Mailings Incorporated, 55 West 13th St. (WA 5-5185)  
Mailinggraph Company Inc., 39 Wacker Street (BO 3-7777)  
The St. John Assoc. Inc., 73 W. 43rd St. (36) (JU 2-3344)  
Surety Letter Service, East 42nd Street (MU 2-3077)

**Philadelphia**  
Counsell Organization, Inc., 1610 Arch St. (7) (MA 7-8123)  
Winningham Mail Advertising Serv., 1394 Arch St. (7) (RI 6-1439)

**Pittsburgh**  
Advertisers Associates Inc., 1627 Penn Ave. (22) (AT 1-8144)

**Rochester**  
Ayer & Streib, 15 South Ave. (4) (BA 5-6340)

**San Francisco**  
The Letter Shop, 67 Beale St. (SU 1-4564)

**Mailing Lists - Brokers**  
Archer-Bennett List Service, Inc., 140 W. 50th St., N. Y. 19, N. Y. (JU 6-3768)  
George Bryant & Staff, 711 Grand Avenue, Englewood, N. J. (LO 7-3200)  
George Bryant & Staff, 711 Grand Avenue, Englewood, N. J. (LO 7-3200)  
The Coolidge Co., Inc., 125 East 3rd St., N. Y. 10, N. Y. (AL 4-8879)  
Dependable Mailing Lists Inc., 381 4th Ave., N. Y. 16, N. Y. (MU 4-4991)  
Walter Drey, Inc., 333 N. Michigan Ave., Chl. 1, Ill. (PI 6-4189)  
Walter Drey, Inc., 333 N. Michigan Ave., Chl. 1, Ill. (PI 6-4189)  
Dunhill Int'l List Co., Inc., 55 East Washington St., Chicago 2, Ill. (DE 2-0580)  
Dunhill Int'l List Co., Inc., 444 Fourth Ave., New York 16, N. Y. (MU 6-3760)  
Guild Co., 169 Eagle St., Englewood, N. J. (BR 9-0461)  
Walter Karl, Inc., 23 E. 26th St., N. Y. 10, N. Y. (OR 9-7850)  
Lewis Kield Co., 25 West 43rd St., New York 36, N. Y. (JU 2-0830)  
Wills Madden, Inc., 215 4th Ave., N. Y. 1, N. Y. (SP 7-4460)  
Monthly Mail Order List Serv., 38 Newbury St., Boston 16, Mass. (CO 4-3380)  
Names Unlimited, Inc., 352 Fourth Avenue, New York 10, N. Y. (MU 6-2454)  
D. L. Natwick Co., 136 W. 52nd Street, New York 19, New York (CO 5-8414)  
People in Places, Inc., 41 Fifth Ave., New York 3, N. Y. (GR 7-2774)  
Planned Circulation, 19 West 44th Street, New York 36, N. Y. (MU 7-4138)  
William M. Profit Associates, 545 Main St., East Orange, N. J. (OR 2-2253)  
Roekam Advertising, P.O. Box 835, Kansas City 41, Mo. (WA 2-1881)  
Sanford Evans & Co., Inc., 156 Lombard Ave., Winnipeg 2, Man. Can. (WH 2-2133)  
William Strub, Jr., 568-570 54th St., West New York, N. J. (UN 4-4800)  
James E. True Assoc., 419 4th Ave., N. Y. 16, N. Y. (MU 9-0650)

**Mailing Lists - By Subject**  
FOR LIST SOURCE, COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OR COMPILERS & OWNERS

Direct Mail Users, 18-506, (Reporter of DM)  
Financial Lists, E-Z Addressing Service  
Fund Raising Lists, (Wm. M. Profit Associates)  
New Car Buyers, Midwest and Western States, (Gile Letter Service)  
Pet Shows, 6000, Pet supply jobbers, 7000, (All Pets)  
Public Relation & Promotion Lists, (Wm. M. Profit Associates)

**Mailing Lists - Compilers & Owners**  
Active Equipment Supply, 1308 Jericho Tpk., New Hyde Park, N. Y. (PI 3-4702)  
Active Mail Order List Co., 241 Lafayette Street, New York 15, N. Y. (WA 2-2450)  
Albert Mailing Lists, 120 Liberty St., N. Y. (RV 2-7573)  
Allison Mailing Lists Corp., 606 Lexington Ave., N. Y. 21 (TE 2-8130)  
All-Pets Magazine, Inc., 74 Darling Place, Fond du Lac, Wis. (WA 2-0650)  
Associated Advertising Serv., 612 Willow St., Port Huron, Mich. (TU 5-7773)  
Bodine's of Baltimore, 501 E. Preston St., Baltimore 2, Md. (VE 7-0400)  
Bookbuyers List, 563 Broadway, N. Y. 12, N. Y. (VO 4-5871)  
Bond's City Dispatch, Inc., 250 E. 23rd St., N. Y. 10, N. Y. (OR 9-3250)  
Buckler-Dumont, 555 W. Jackson Blvd., Chicago 6, Ill. (TR 7-3862)  
Catholic Lady Bureau, 45 West 45th St., N. Y. 36, N. Y. (CO 5-4490)

**Creative Mailing Service**, 660 N. Main St., Freeport, N. Y. (FR 8-4820)  
Directory of Assn. Gale Research Co., 116 Book Tower, Detroit 26, Mich. (WO 1-3330)  
Walter Drey, Inc., 333 N. Michigan Ave., Chl. 1, Ill. (PI 6-4189)  
Walter Drey, Inc., 333 N. Michigan Ave., Chl. 1, Ill. (PI 6-4189)  
Dunhill Int'l List Co., 55 East Washington Street, Chicago 2, Ill. (DE 2-0580)  
Dunhill Int'l List Co., Inc., 363 Fifth Ave., N. Y. 17, N. Y. (MU 6-3760)  
Edi Rogov, 320 Broadway, New York 7, N. Y. (WE 2790)  
Ever Ready Mailers, Inc., 172 E. Park Avenue, Long Beach, N. Y. (GE 2-0754)  
E-Z Addressing Service, 53 Washington St., N. Y. 6, N. Y. (HA 2-4492)  
Fairchild Lists, Fairchild Publications, Inc., E. 12th St., N. Y. 10, N. Y. (AL 3-3525)  
Gile Letter Service, 725 Third Avenue South, Minneapolis 2, Minn. (FE 3-3471)  
Fritz S. Hoffheimer, 29 E. 2nd St., N. Y. 10, N. Y. (OR 4-6420)  
Industrial List Bureau, Webster, Mass.  
Palmer Lists, 2432 Grand Concourse, N.Y.C. 58 (SE 3-2446)  
Paramount Mailing Lists, 77-14 138th St., Flushing 67, N. Y. (JA 6-8472)  
R. L. Polk & Co., Howard Street, Detroit 31, Michigan (WO 1-9470)  
W. S. Panton, Inc., 44 Honeck St., Englewood, N. J. (EN 4-5200)  
William M. Profit Associates, 545 Main St., East Orange, N. J. (OR 2-2253)  
R. L. Rashmir, 11834 Ventura Blvd., N. Hollywood, Calif. (ST 7-3169)  
Reporter of Direct Mail Adv., 224 7th St., Garden City, N. Y. (PI 3-1831)  
Research Projects, Inc., 25 West 13th St., New York, N. Y. (JU 2-0830)  
The Speed Address Co., 48-61 42nd St., Long Island City 4, N. Y. (ST 4-5922)  
William Strub, Jr., 568-570 54th St., West New York, N. J. (UN 4-4800)  
W. E. Walcott, 3000, P.O. Box 835, Kansas City 41, Mo. (WA 2-1881)  
Zeller and Letica, Inc., 15 East 26th St., N. Y. 10, N. Y. (MU 5-6278)

**Mail Order Consultant**  
Herbert L. Kellner & Associates, 431 S. Wabash Ave., Chicago 5, Ill. (HA 7-4144)

**Manufacturers-Addressing Machines & Accessories**  
Pollard-Allair Mfg Co., 230 W. 19th St., N. Y. 11, N. Y. (CH 3-0072)

**Market Research - Stratification**  
Samuel Fitzsimmons & Co., 545 Fifth Avenue, New York 17, New York (MU 7-6845)

**Mimeographing-Offset**  
Surety Letter Service, 7 East 42nd Street, New York, N. Y. (MU 2-5377)

**Multigraph Supplies**  
Chicago Ink Ribbon Co., 19 S. Wells Street, Chicago 6, Ill. (ST 7890)

**Occupant Mailing Lists-Local & National**  
Advertising Distributors of America, Inc., 354 Bagley Ave., Detroit 26, Mich. (WO 1-3330)  
Research Projects, Inc., 25 West 13th St., New York, N. Y. (JU 2-0830)  
Western Empire Direct Ad Co., 612 Howard Street, San Fran. 5, Calif. (GA 1-8560)

**Packaging**  
Coupon Service Corp., 37 East 18th St., N. Y. 2, N. Y. (OR 3-0160)

**Paper Manufacturers**  
American Writing Paper Corp., Holyoke, Mass.  
Appleton Casted Paper Co., 1250 N. Meade St., Appleton, Wis. (41534)  
Byron Weston Company, Dalton, Mass.  
Curtis Paper Company, Newark, Delaware (EN 6-3530)  
Eastern Corporation, Bangor, Maine (TE 3-2211)  
Eloheek Manufacturing Company, Turners Falls, Massachusetts  
Fraser Paper Limited, N. Y. 17, N. Y. (LE 2-0580)  
H. C. Hamilton & Son, Erie, Pa. (Tel. 4-7101)  
Hammermill Paper Co., Kings Highway, Kalamazoo 99, Mich. (FI 5-1163)  
Howard Paper Mills, Inc., Hulsman Bldg., Dayton 2, Ohio  
International Paper Co., 429 E. 42nd St., N. Y. 17, N. Y. (MU 7-5600)  
Kimberly-Clark Corporation, Neenah, Wisconsin (PA 2-3311)  
Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio  
Mohawk Paper Company, Cohoes, N. Y. (Tel. 2-1521)  
Nekoma-Edwards Paper Co., Port Edwards, Wis. (Tel. 3111)  
Peninsular Paper Co., Trepellanti, Mich. (RU 2-2606)  
Peninsular Paper Co., Kalamazoo, Mich. (FI 5-1163)  
Rising Paper Co., Housatonic, Mass. (HO 47)  
The Sarg Paper Company, Middletown, Ohio  
Wausau Paper Mills Co., 111 W. Washington, Chicago, Ill. (FI 4-4768)

**Personalized Giant Grams**  
Sande Rocks & Co., Inc., 91 7th Ave., N.Y.C. 11 (WA 4-1551)

**Photo Engravers**  
Horan Engraving Co., Inc., 44 W. 28th St., New York 1, N. Y. (MU 9-8585)

**Photographers**  
IJK Copy Art, 165 West 46th Street, New York 19, N. Y. (PL 7-0233)

**Post Cards**  
Colourpicture Publishers, 299 Newbury Street, Boston 15, Mass.  
CURTICOLOR 2-D by Curt Toeb & Co., Inc. 1733 W. Irving Park Road, Chicago 13, Illinois (BU 1-6086)  
Halo-Color, 141 King Street, San Francisco 7, California

**Printing Equipment**  
B. Verner & Co., Inc., 52 Duane Street, New York 7, N. Y. (BA 7-1166)

**Printers - Letterpress & Lithography**  
Paradise Printers, Paradise, Pa. (OV 7-3200)

**Sales and Merchandising Consultant**  
Ralph T. Curtis, 963 E. Powell Avenue, Evansville 12, Ind. (HA 2-3794)

**Seasonal Stationery**  
National Creative Sales Inc., 18 E. 48th St., N. Y. 17, N. Y. (EL 5-6025)  
Arthur Thompson & Co., 169 Market Pl., Baltimore 2, Md. (PL 2-6966)

**Signs - Presentations**  
Stewart Signs, P. O. Box 901, Newark 1, New Jersey

**Stencil Cutting and List Maintenance**  
Clear Cut Duplicating Co., 149 Broadway, New York 6, N. Y. (DI 9-4668)

**Subscription Fulfillment Service**  
Globe Fulfillment Corporation, 148 W. 23rd St., N. Y. C. 11 (OR 5-4680)

**Syndicated House Magazines**  
The William Feather Co., 9906 Clinton Rd., Cleveland 9, O. (AT 1-4122)  
The Henry F. Heinrich Publications, The House of Sunshine, Litchfield, Ill. (296)

**Trade Associations**  
Associated Third Class Mail Users, 1800 G St., N.W. Wash. 5, D. C. (ME 8-2447)  
Direct Mail Advertising Assn., 5 E. 57th St., N. Y. C. 22 (MT 8-7388)  
NARA International, 18129 Janna Concourse, Detroit 35, Mich. (UN 4-3545)  
MATA Council of Mail List Brokers, 35 W. 42nd St., N. Y. 36, N. Y. (PE 8-0615)

**Typographers**  
Rapid Typographers, Inc., 305 East 46th St., N. Y. 17, N. Y. (MU 8-2445)

among direct mail products...

# SEN-BAK\* IS DIFFERENT!

\*SEN-BAK is a patent applied for product of General Office Service Inc. • 527 6th St. NW • Washington 1 D C

## THE PRODUCT

The SEN-BAK unit consists of a window carrier envelope, a die-cut window letterhead, and a business reply card, reply envelope, or special order form bearing the name and address of the prospect. The reply piece is fabricated to the letterhead—thus the one addressing shows through both windows—functioning as personalization for all three elements—the envelope, letter and the reply. This feature guarantees permanent positioning and easy tear-off. When assembled, Sen-Bak's personalized elements tied in with headline copy, make it an extremely effective direct mail piece.



## PRODUCED

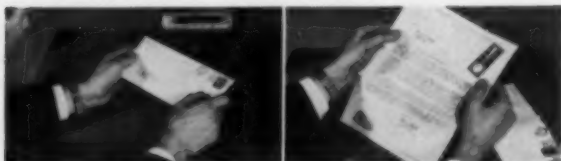
The SEN-BAK mailing unit is produced with specialized high speed equipment for economy and precision handling. The reply piece is mounted without the usual costly hand operations. Note: This product can be addressed through the open window either before or after machine inserting in the carrier window envelope. Reply forms are designed to give you ample room for display copy. Simple checking and easy tear-off features demand immediate response.

## MAILED

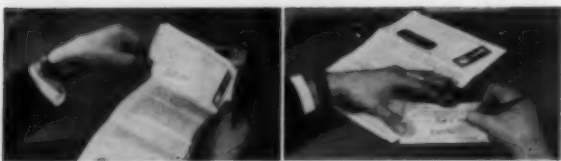
SEN-BAK units have usually been produced for addressing by the user's own mailing department or mailing house. However, complete addressing and mailing facilities are available at General Office Service, Inc.

## RECEIVED

These functional features get action:



your prospect's name here . . . . . and . . . . . on the letter, too



he likes pull-off feature . . . . . and . . . . . no filling in—just "check"



in the mail today . . . . . and . . . . . on your desk tomorrow!

The prospect's name and address show clearly for sure delivery. There's no slipping in the window!

## WILL IT WORK FOR YOU ?

YES is the answer! SEN-BAK has been permanently accepted by many insurance companies, banks, publishers, mail order houses, manufacturers, distributors, retail stores, mutual funds, investment firms, loan associations, pharmaceutical houses, and fund raising groups. The versatility of seven different business reply formats make it fit in on practically all mailings.

## THE COUNTRY'S FINEST ART AND COPY

SEN-BAK provides its users with versatility in talent. Creative services are available—from both the SEN-BAK staff and from a nation wide free lance group of artists and copy writers—to best meet our customer's needs.

## REPRODUCTION

All SEN-BAK letters and reply elements are handsomely lithographed in the colors of your choice. Only the most competent craftsmen and the best equipment are employed in the production of this product.

## TESTING

Testing of SEN-BAK is encouraged and recommended. Results speak for themselves. They are the basis for the amazing popularity growth SEN-BAK has enjoyed with budget-conscious experienced mailers.

## DELIVERY

SEN-BAK deliveries are speedy and dependable. For over 34 years General Office Service, Inc. has kept its customers happy with deadline delivery of quality work.

## COSTS

SEN-BAK is economical, having been mechanically produced throughout. Its unusual pulling ability gives you a bonus in low cost per reply. Prices and complete details are contained in the SEN-BAK KIT.

## SPECS, TESTIMONIALS, SAMPLES



The Sen-Bak kit gives you complete easy-to-use layout guides, expressive letters from users, and interesting samples. This kit is free for the asking, without obligation. It will be rushed to you by return mail, so write TODAY on your company letterhead. No representatives please.



**GENERAL OFFICE SERVICE • INC**  
527 SIXTH STREET NW • WASHINGTON 1 DC • NA 8-5348

# FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that  
with visitors to the Editor of *The Reporter*

**NO USE CRYING** over spilled milk. In spite of all the fine work in Washington . . . Summerfield won his postage battle. With everyone worried about recession; with the administration urging everyone to buy now; hold the line on prices and wages, this is a poor time to put an extra load on promotional efforts. Small business will get the worst rap . . . and they didn't get any help from the Small Business Administration of the Department of Commerce. Shortly before the rate hikes were passed, Administrator Wendell B. Barnes was sending out letters to all complainers stating "I believe that the proposed postal rate increases will be beneficial, rather than harmful, to the interests of small business." By devious reasoning, Mr. Barnes figured that if the Post Office "deficit" could be eliminated, taxes could then be reduced . . . thereby helping small business. The letter was obviously prepared by the Post Office Department.

By this time, you have all seen the new rates, so no need to discuss them in detail here. The silliest part of the whole scheme is raising the poor old postal card to three cents. Back in penny days . . . the postal card was the small businessman's best form of advertising. That's why the newspapers fought it so strongly. The 2¢ rate nearly killed it. Now a 3¢ rate will bury it completely . . . as an economical and easy advertising medium for retail merchants. If the government can subsidize publishers and charitable institutions by delivering newspapers and magazines for less than a cent each, and charity appeals for one cent each, surely there's no sense in taxing the average card mailer 3¢ when these bits of paper weigh only 8½ ounces per hundred and are easy to handle. But that is politics for you. Soak the little guys who can't yell bloody murder loud enough.

The only bright spot in the postal picture is that we (meaning all of us) finally won our fight to have some of the Post Office functions set aside as public services to be paid for out of Treasury funds. The lawmakers wouldn't go along with making the costly rural delivery a public service but in the future the Post Office will get approximately \$260 million a year to pay for services which are not commercial, and those costs will not be figured in future rate fixing. That is, Congress finally admitted that the "deficit" Summerfield was publicizing so vehemently wasn't all deficit. At least \$260 million of it. But \$400 million would be more accurate.

One other bright spot, especially for mail order people, is the increase in maximum weight of third class from eight to sixteen ounces. That will keep some catalogs out of parcel post classification. Can be helpful.

Right now . . . The Reporter staff is making a nationwide survey to get opinions on what the impact of the new rates will be on the whole direct mail picture. We are interviewing, in person or by letter, leaders in many

fields to see what steps will be taken to beat the squeeze of increased rates. Hope to have report ready in a month. Even though first stepup in minimum third class rate doesn't go into effect until January 1, 1959 . . . you better start experimenting as other rates are effective August 1 of this year. You can find ways to save money or to improve effectiveness. You'll have to find out whether it is profitable to continue using business reply cards (at 5¢) or business reply envelopes (at 6¢) or airmail reply envelopes (at 9¢). Maybe we could all go back to no prepaid envelopes and cards for a while. We've seen a few recent tests. Difference in return was not startling.

Of course, many people using direct mail could offset most of the increased cost of postage by weeding out deadheads and duplications on their mailing lists. But more of that later when returns from our survey are in.

**I WAS SORRY** to hear of the recent death of Kenneth Goode. Will never forget the year I spent with him after he accepted the program chairmanship for the 1937 DMAA convention in Cleveland. He wanted to put across the idea of the need for showmanship in direct mail. So we put on a show . . . tents, girls, circus posters, stage effects, magicians, hypnotists and razzmatazz of all kinds. We were away ahead of the times and the convention was a financial flop. Lost some friends, at least temporarily, for being too unconventional and/or rowdy. But since then showmanship has been accepted and the affair in Cleveland was tame compared to some of the sales meetings staged by manufacturers. Learned a lot from friendly Kenneth Goode. He was the fellow largely responsible for inventing Little Johnnie and the "Call for Philip Morris." He knew more about "motivation research" than the present practitioners and could write about it in more understandable terms. Some of the people who pay big fees for motivational research could save money by finding a copy of Ken's old book, "How to Turn People Into Gold." It's all there — what people will not do, what people will do. According to Ken . . . to be successful, a business must find out what people don't like and do less of it; find out what they like and do more of it.

**ANOTHER DEATH** caused shock this past month. I'll include item here because so many of our visiting northern friends have stayed over at Tropic Isle Apartments on Clearwater Beach . . . where Kitty and I hung out for a couple of years when we were looking for a place to settle. Everybody liked Constantine Kokenes, the owner, and his beautiful wife, Tata, and son, Tico, who could speak about six foreign languages from Greek to Arabian. Connie was a flyer during the war and owned



a private plane. Last year the family of three flew 17,000 miles over South America. Recently they flew to New York to arrange for production of a book he'd written about trip. On way home, engine failed over South Carolina. Connie tried to belly land near shore on a small river. Something went wrong; Tata was thrown out and was saved, though injured. The plane sank and 41-year-old Connie and six-year-old Tico were trapped and drowned. It was the saddest funeral I've ever attended. They loved life so much. Connie was planning to give up flying and go into the mail order business. He had met so many direct mail people he liked, he wanted to get into it himself.

**IF YOU DON'T BELIEVE** that selling ability or enthusiasm is at a low ebb in America, you should know about the poll taken at a clinic luncheon of the Cleveland Advertising Club. Two hundred and twenty-six responded to the club's questionnaire which asked "Has anybody, since January 1 (by phone or in person) called you to buy . . ." Then followed a list of twelve "big ticket" items. Here are the results tabulated by *Torchlight*, the club magazine: 1. An automobile? 16%; 2. Home appliances? 4%; 3. Office appliances? 16%; 4. A house? 7%; 5. Fur coat for your wife? less than 1%; 6. A new suit of clothes? 13%; 7. New furniture? 6%; 8. Membership in a club? 23%; 9. Insurance (any kind)? 43%; 10. A color TV? less than 1%; 11. A hi-fi set? 3%; 12. A vacation tour? 4%.

Not a very good showing when you consider that the 226 people were responsible executives. Less than 1% were asked to buy a color TV set, although manufacturers are spending millions to plug them over the air or in the magazines. Wonder what the percentages would be if same type of people were questioned if they had been asked to buy by mail? Instead of a "You Auto Buy Now" campaign, let's have a "Sell Now" campaign.

Was interested in a report from old friend, Bill Doppler of Madison, N. J. Bill was not well for a spell, but has recovered. Wanted to get busy again so tried his hand at organizing local Madison merchants to undertake a modest direct mail campaign. He got twelve lined up for a 10,000 mailing to homes. Clever little  $4\frac{1}{4} \times 5\frac{1}{2}$ " folder introduced a contest, "Why You Like to Shop in Madison." Letter from a Marion Madison, P. O. Box 1, told all about it (mailed under permit #1). Inside folder, twelve coupons—one from each of cooperating merchants offering some premium or inducement for purchasing some special item or service. Looks like a good cure for a local recession. Better than sitting around waiting for business.

**THE NATIONAL INDUSTRIAL ASSN.** seems to have made a good decision at their stormy St. Louis business meeting. The association has been torn apart by dissension during past four or five months because of a movement to change the name to International Society of Industrial Marketing. A majority of the strongest NIAA chapters was opposed. The name change didn't even come to a vote, but a compromise proposal was adopted . . . to form a study group which will attempt to select best parts of ISIM plan and incorporate them into NIAA structure if membership approves at 1959 convention. At least there was no bloodshed.

Some of us sitting on the sidelines have been amused at all the hullabaloo over the "new" term—Marketing Concept. As Elon Borton said in his great talk, "This Crazy Advertising Business," at the 4th District AFA

convention in Tampa . . . every good advertising man worth his salt, and especially direct mail creators, have had to have a complete *marketing concept* these many long years. So what's new about "marketing concept" in advertising? But it sure fills a lot of space in some of the trade papers. Why should the NIAA be ashamed of the word *advertising*? A majority was not, thank fortune.

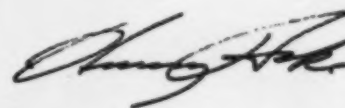
This current furor over "marketing concept" is just about as silly and space-wasting as some of the gobbledygook about "motivation research." I hope most of you read the article by S. I. Hayakawa, noted semanticist, which originally appeared in "ETC.: A Review of General Semantics," and which was reprinted in May 12 issue of *Advertising Age*. The present article was a followup to a similar study published a year previously, titled "Sexual Fantasy and the 1957 Car." It is priceless . . . as are all of this Japanese scholar's words. Hayakawa blames the present plight of the auto makers on the bum steers given them by the motivational researchers, who have advised building cars which fulfill the secret sex longings or fears of struggling humanity. They have advanced the theory that appeals to human irrationality are likely to be far more profitable than appeals to rationality. Read this quote from Hayakawa . . . author of the best book yet on English, "Language in Action."

Quote: One wonders, however, whether the recession itself is not partly to be blamed on the car-makers who, in defiance of all rational consumer interests—economy, convenience, safety, maneuverability, and beauty—have been trying to foist upon the *majority* of the public fabulously overpriced jukeboxes such as only people of deprived origins or the neurotic would want to buy and only the prosperous can afford to maintain. What I objected to in the cars of 1957, and what I still object to in 1958, is the assumption apparently held by car-makers—an assumption revealed in the 200-plus h.p. engines and the tail fins and the space-ship platforms with which they have equipped the lowest-priced and most popular cars, the Ford, Plymouth and Chevrolet—that *the majority of the population is mentally ill*. End quote.

According to reports, one automobile giant has employed a motivation research outfit to "find out why Americans buy foreign economy cars." According to Hayakawa, the answer is right there in the question. But the motivational experts wouldn't think of finding a simple solution. That would be bad for business. Theirs, that is.

Some of us frontporchers think it's about time for the advertising fraternity to stop ranting about marketing concept, motivational research and other voodoo cure-alls and get back to the good old basic fundamentals of honest selling of worthwhile products and services.

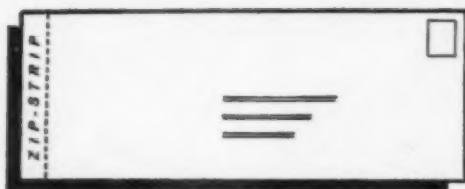
Good luck always,



3 Bluff View Drive  
Clearwater, Florida  
Telephone: 3-7970



# Intrigue-u-lator\*



\* ZIP-STRIP envelopes by Cupples-Hesse

## Intrigues prospect into opening letter!

Unique, interesting and refreshingly different, the new Zip-Strip envelope by Cupples-Hesse possesses a fascinating characteristic that *intrigues* the reader into opening the envelope.

The Zip-Strip, a perforated vertical line near the end of the envelope, zips open in a flash—slick as a whistle.

For envelopes that arouse curiosity and help build sales, write Cupples-Hesse. You'll receive samples in a hurry.



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Illustration Courtesy Carnation Co.

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